



HW Hot Drinks in Norway

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Natural and no caffeine trends shape hot drinks in Norway in 2024

INDUSTRY PERFORMANCE

Health claims and premiumisation drove trends in hot drinks during 2024
The natural claim drives sales as consumers seek healthier, less-processed options
The no caffeine claim aligns with consumer demands and wellness trends

WHAT'S NEXT

Health-driven innovation will continue to shape hot drinks as consumers prioritise wellness, natural ingredients and lower sugar
The natural positioning will support growth, but innovation is essential to engage younger consumers
Health and lifestyle trends are set to fuel growth of the no caffeine claim in Norway

CATEGORY DATA

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EXECUTIVE SUMMARY

Norwegian consumers favour natural, local and fortified/functional products in 2024

INDUSTRY PERFORMANCE

Natural claims and local products influence health perceptions across categories
Fortified/functional claims and low or no sugar shape everyday health choices

WHAT'S NEXT

Natural, low sugar and digestive health is set to support innovation across the forecast period

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