

# Beverage Tracker Norway Market Analysis 2017 (By Segment, Key Players and Applications) and Forecasts

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*Beverage Tracker Norway Market 2017 Analysis, Opportunities and Forecast*

PUNE, INDIA, November 17, 2017 /EINPresswire.com/ -- Summary

Norway Quarterly Beverage Tracker Q1-17 covering soft drinks, dairy drinks, hot drinks and alcoholic drinks is an essential tool for keeping up-to-date with the latest industry performance and developments on a quarterly basis, covering:

- Top line consumption volumes for Q1-2017 vs Q1-2016, moving annual totals (MAT), full year 2016 provisional data and 2017 forecasts for all beverage categories.
- Carbonates consumption data for Q1-2017 vs Q1-2016, moving annual totals (MAT), full year 2016 provisional data and 2017 forecasts split by regular vs low calorie, and key flavor.
- An economic mood indicator with an at a glance assessment of industry confidence levels, private label performance vs brands and price trends.
- Insightful and valuable analysis of the drivers behind the latest quarterly trends and assumptions for full year 2017.

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## Scope

- Norway experienced a weak, but improving, GDP according to the latest government statistics for Q4-16
- All soft drinks categories (with the exception of packaged water, iced/RTD tea drinks, iced/RTD coffee drinks, and energy drinks) suffered declining consumption; the timing of the Easter period had a profound impact on quarter comparison. Easter fell in Q1-16 and this year will fall in Q2-17
- Carbonates experienced a consumption downturn of around 5% in Q1-17 (due to the timing of Easter), orange flavor suffered a double digit decline and lemon-lime a single digit decline. Cola flavor fared better with an overall 1% decline
- Bulk/HOD water enjoyed positive growth of around 1% in Q1-17, as did iced/RTD tea drinks and iced/RTD coffee drinks, thanks to innovation from Tine SA
- The energy drinks market was the real winner, with double-digit growth, thanks to the launch of two new Monster Ultra energy drinks
- The juice, still drinks, and sports drinks categories all suffered from a single-digit decline in consumption in Q1-17, impacted by the sugar debate
- In the dairy categories, white milk consumption was down slightly, but there were slight gains for flavored milk, thanks to the launch of Litago Uten (sugar-free). Traditional fermented milk also grew slightly, thanks to innovation from the Biola brand. Drinking yogurts continued to edge back in consumption in Q1-17, overshadowed by the much larger traditional fermented milk segment
- Soymilk and grain, nut, rice and seed milk alternatives also showed positive growth in Q1-17, but from a small but growing base
- Beer and cider consumption were both down in Q1-17 by around 4%, but again the timing of Easter made for difficult quarterly comparison.

## Reasons to buy

- Gain an in-depth understanding of the most up-to-date trends in the Norway beverage industry to support and enhance your strategic planning.
- Investigate the latest quarterly and emerging annual trends in Norway to back your marketing initiatives.
- Analyze the latest beverage category 2017 forecast projections to make well-informed decisions on the outlook in the marketplace for your company.
- View a selection of the key quarterly new soft drinks product launches and identify competitor activity.
- Access a quarterly Special Focus on a current industry 'hot topic' offering qualitative insight from local consultants to determine opportunities for product innovation.

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