

Cheese in Norway

Market Direction | 2022-09-13 | 21 pages | Euromonitor

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Report description:

As seen across other dairy categories in Norway, the resumption of cross-border trade is also placing downwards pressure on cheese. The open borders and higher levels of travel mean Norwegian consumers are able to purchase products more cheaply than in-country, with Sweden noted as a main country for this as many Norwegian consumers enjoy day trips to Sweden. It is also noted that more holidays are being taken abroad again, which means fewer product purchases overall in-country during the summer...

Euromonitor International's Cheese in Norway report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Hard Cheese, Processed Cheese excl Spreadable, Soft Cheese, Spreadable Cheese.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Cheese market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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Euromonitor International
September 2022

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Spreadable cheese and soft cheese fare relatively well, despite the category's challenges

Tine continues to control cheese, but imported brands and private labels are stealing shares

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