

## **Processed Fruit and Vegetables in Norway**

Market Direction | 2022-11-24 | 21 pages | Euromonitor

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### **Report description:**

Processed fruit and vegetables will see a retail volume decline in 2022 due to the resumption of cross-border trade. The slight increase in retail value sales is primarily driven by inflation. Overall, increases in the cost of raw materials, shipping costs, labour wages and energy have led to substantial price increases in all staple foods categories in 2022, including processed fruit and vegetables. Processed fruit and vegetables, as a product area, benefits from a transition to plant-based die...

Euromonitor International's Processed Fruit and Vegetables 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: Frozen Processed Fruit and Vegetables, Shelf Stable Fruit and Vegetables.

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

Why buy this report?

- \* Get a detailed picture of the Processed Fruit and Vegetables 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
November 2022

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#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Stagnant retail current value growth for processed fruit and vegetables due to resumption of cross-border trade

Added value through premiumisation and health benefits drives value growth

To maintain its leading position, private label imitates branded options

#### PROSPECTS AND OPPORTUNITIES

Increased home food consumption likely to increase sales despite strong competition from fresh food variants

Innovations set to focus on premiumisation and health benefits, led by private label

Frozen smoothie mixes set grow in popularity as consumers seek healthy convenient options

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