

## Ice Cream in Norway

Market Direction | 2022-07-18 | 25 pages | Euromonitor

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### Report description:

Retail sales of ice cream flourished during 2020 as consumers were forced to stay at home during the summer months, rather than taking their sales abroad. Additionally, restrictions on foodservice sales of ice cream also benefited category sales, with consumers shifting to eating ice cream at home. The summer is the peak period for sales of ice cream in Norway but with travel restrictions lifted and people being eager to go abroad again for their summer holiday, sales of ice cream are set to dec...

Euromonitor International's Ice Cream 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 Yoghurt, Impulse Ice Cream, Plant-based Ice Cream, Take-Home Ice Cream, Unpackaged Ice Cream.

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

Why buy this report?

- \* Get a detailed picture of the Ice Cream 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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Healthier, plant-based and retro options inform new product development

Return to more active lifestyles boosts sales through convenience retail

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