

Ice Cream in Norway

Market Direction | 2023-07-04 | 22 pages | Euromonitor

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Report description:

While current retail sales are set to rise in 2023, boosted by increased price points, ice cream is set to record a small decline in retail volume terms in 2023. However, in contrast to other areas on the snacks landscape, these items are relatively unaffected by cross-border trade while continuing to aid sales. Strong growth momentum is also being seen in plant-based ice cream, aligning with the broader trend of plant-based eating. As such, enhancing their offering of plant-based goods is a foc...

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 2018-2022, 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 2027, 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.

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ICE CREAM IN NORWAY

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Hennig Olsen and Diplom Is lead ice cream, focusing on plant-based options

Sales in e-commerce rise, particularly for take-home ice cream

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Overall decline in ice cream, as some consumers shift away from dairy-based products

Plant-based ice cream continues to grow with momentum

Liquorice craze rises as players launch new flavour combinations

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