

Plant-Based Dairy in Norway

Market Direction | 2023-09-28 | 16 pages | Euromonitor

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Report description:

In terms of retail volume sales, plant-based milk continued to fall in Norway in 2023, though at a much slower rate than in 2022; further, its decline was not as deep as that of its traditional dairy counterpart. Key drivers of plant-based milk's downturn include a decrease in occasions for consumption, marked by a shift away from home cooking and leisurely sit-down breakfasts, coupled with a resurgence in cross-border trade.

Euromonitor International's Plant-based Dairy 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: Plant-based Cheese, Plant-based Milk, Plant-based Yoghurt.

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

Why buy this report?

- * Get a detailed picture of the Plant-based Dairy 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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