

## **Meals and Soups in Norway**

Market Direction | 2023-11-22 | 20 pages | Euromonitor

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### **Report description:**

Sales of meals and soups have seen steady growth in retail volume terms in 2023 while value growth has been boosted by price rises. With consumers leading busier lives they are finding themselves with less time to prepare meals from scratch while economic pressures have forced some people to cut back on foodservice, with this scenario making meals and soups are more attractive proposition.

Euromonitor International's Meals and Soups 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: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- \* Get a detailed picture of the Meals and Soups 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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Sales grow as consumers look for quick and convenient meal solutions, while grill season inspires new product development

Pasta proving to be a popular choice in chilled ready meals

Private label serving up tasty new recipes in chilled soup

#### PROSPECTS AND OPPORTUNITIES

Ready meals set for slower grow but need for convenience should sustain demand

Single-person households seen as a key target audience for meals and soups

Plant-based options should see increased demand as consumers become more health conscious

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