

## **Processed Meat, Seafood and Alternatives To Meat in Norway**

Market Direction | 2023-11-24 | 22 pages | Euromonitor

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### **Report description:**

Sales of processed meat, seafood and alternatives to meat saw dynamic growth during the pandemic as consumers were forced to eat more meals at home, but with the health crisis now over retail volume sales are gradually stabilising. While sales are still seeing strong growth in current value terms this is being fuelled by price rises rather than an increase in demand. Manufacturers have faced rising costs across various areas of their business which they have been forced to pass not the end consu...

Euromonitor International's Processed Meat, Seafood and Alternatives to Meat 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: Meat and Seafood Substitutes, Processed Meat, Processed Seafood, Tofu and Derivatives.

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 Meat, Seafood and Alternatives to Meat 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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reliable information resources to help drive informed strategic planning.

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Sales fall in most categories in 2023 as demand stabilises and households become more price sensitive

Increased price sensitivity favours private label

Premium products continue to find favour with those looking for convenience and flavour

#### **PROSPECTS AND OPPORTUNITIES**

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Meat and seafood substitutes struggling to make a significant impact in the market

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