

HW Cooking Ingredients and Meals in Norway

Market Direction | 2023-12-14 | 13 pages | Euromonitor

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Report description:

2022 saw suppressed demand across Norway's cooking ingredients and meals industry due to the resumption of the cross-border shopping that was extremely popular among local consumers prior to the onset of the COVID-19 pandemic. This also adversely affected domestic retail sales across several categories of health and wellness cooking ingredients and meals, a trend that was exacerbated by the return to pre-pandemic lifestyles among the local population. More specifically, the opportunity to social...

Euromonitor International's HW Cooking Ingredients and Meals in Norway report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals by Type, HW Edible Oils, HW Meals and Soups, HW Sauces, Dips and Condiments, HW Sweet Spreads.

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

Why buy this report?

- * Get a detailed picture of the HW Cooking Ingredients and Meals 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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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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HW COOKING INGREDIENTS AND MEALS IN NORWAY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Natural, no sugar and low sugar products drive growth as artificial products are shunned

Vegetarian a popular option as consumers reduce meat intake for various reasons

Weight management booms as concern over the rising obesity rate fuels demand

PROSPECTS AND OPPORTUNITIES

The rise of gluten free and low sugar and shift towards private label set to accelerate

Vegan cooking ingredients and meals to remain a highly promising category

Good source of minerals slated for growth as the spotlight falls on nutrition

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HEALTH AND WELLNESS IN NORWAY

EXECUTIVE SUMMARY

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