

## **Sugar Confectionery in Norway**

Market Direction | 2024-06-27 | 20 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Nidar is the biggest brand in sugar confectionery in Norway and has gained marginal market share in 2024. The brand's product lines are traditional, which is true for brands in most of the mature segments within the overall category. The general perception of sugar confectionery limits growth, and there is likely to be continued moderate decline in terms of retail volume sales during the forecast period.

Euromonitor International's Sugar Confectionery 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Boiled Sweets, Liquorice, Lollipops, Medicated Confectionery, Mints, Other Sugar Confectionery, Pastilles, Gummies, Jellies and Chews, Toffees, Caramels and Nougat.

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

#### **Why buy this report?**

- \* Get a detailed picture of the Sugar Confectionery 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

reliable information resources to help drive informed strategic planning.

**Table of Contents:**

Sugar Confectionery in Norway  
Euromonitor International  
June 2024

List Of Contents And Tables

SUGAR CONFECTIONERY IN NORWAY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Nidar leads brands as medicated confectionery benefits from popular leading brands

Pick 'n' mix continues to struggle in 2024

Liquorice posts relatively stable performance as plant-based sugar confectionery shows potential

PROSPECTS AND OPPORTUNITIES

Further volume declines predicted, and efforts to reposition boiled sweets look troubled

Innovation will remain focused on sugar-free and vegan variants presented as premium

Grocery retailers to remain preferred retail choice

CATEGORY DATA

Summary 1 Other Sugar Confectionery by Product Type: 2024

Table 1 Sales of Sugar Confectionery by Category: Volume 2019-2024

Table 2 Sales of Sugar Confectionery by Category: Value 2019-2024

Table 3 Sales of Sugar Confectionery by Category: % Volume Growth 2019-2024

Table 4 Sales of Sugar Confectionery by Category: % Value Growth 2019-2024

Table 5 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2019-2024

Table 6 NBO Company Shares of Sugar Confectionery: % Value 2020-2024

Table 7 LBN Brand Shares of Sugar Confectionery: % Value 2021-2024

Table 8 Distribution of Sugar Confectionery by Format: % Value 2019-2024

Table 9 Forecast Sales of Sugar Confectionery by Category: Volume 2024-2029

Table 10 □Forecast Sales of Sugar Confectionery by Category: Value 2024-2029

Table 11 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2024-2029

Table 12 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2024-2029

SNACKS IN NORWAY

EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

Table 13 Sales of Snacks by Category: Volume 2019-2024

Table 14 Sales of Snacks by Category: Value 2019-2024

Table 15 Sales of Snacks by Category: % Volume Growth 2019-2024

Table 16 Sales of Snacks by Category: % Value Growth 2019-2024

Table 17 NBO Company Shares of Snacks: % Value 2020-2024

Table 18 LBN Brand Shares of Snacks: % Value 2021-2024

Table 19 Penetration of Private Label by Category: % Value 2019-2024

Table 20 Distribution of Snacks by Format: % Value 2019-2024

Table 21 Forecast Sales of Snacks by Category: Volume 2024-2029

Table 22 □Forecast Sales of Snacks by Category: Value 2024-2029

Table 23 □Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 24 □Forecast Sales of Snacks by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 Research Sources

## Sugar Confectionery in Norway

Market Direction | 2024-06-27 | 20 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-03"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com