

Sweet Biscuits, Snack Bars and Fruit Snacks in Norway

Market Direction | 2024-06-27 | 26 pages | Euromonitor

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Report description:

Sweet biscuits, snack bars and fruits snacks is feeling the impact of prevailing health and wellness trends in Norway in 2024. Local consumers are gravitating towards premium-positioned fruit snacks like dates and other dried fruits, with rising health awareness propelling the shift. These products are increasingly found by store checkouts and are seeing greater promotion in 2024 than they have enjoyed previously. However, thanks to their relatively high average unit prices, premium fruit snacks...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks 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: Fruit Snacks, Snack Bars, Sweet Biscuits.

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

Why buy this report?

- * Get a detailed picture of the Sweet Biscuits, Snack Bars and Fruit Snacks 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

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reliable information resources to help drive informed strategic planning.

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Premium fruit snacks and protein/energy bars benefit from health and wellness trends

Leading players are stable in a mature category

Snack bars leads growth in 2024 as sweet biscuits suffers

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Fruit and nut bars is still niche in Norway, offering growth potential

Protein/energy bars should see more innovation and healthier positioning

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What next for snacks?

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