

Meals and Soups in Norway

Market Direction | 2024-10-31 | 22 pages | Euromonitor

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Report description:

Meals and soups remains on its stable and positive growth trajectory in Norway in 2024, supported by a strong convenience trend and increasingly high-quality ready meals. The overall category is home to huge numbers of new product launches and a lot of novelty value, naturally boosting current value sales even though growth has slowed over 2023 and 2024 as inflation has started to subside. 2024 is seeing a consumer shift towards chilled alternatives, which in general are considered more convenient...

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 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: 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.

Scotts International. EU Vat number: PL 6772247784

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

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Frozen pizza remains highly desired, with consumers showing greater interest in spicy options

HelloFresh boosts sales for meal kits

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