

Baked Goods in Norway

Market Direction | 2024-11-06 | 23 pages | Euromonitor

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Report description:

While most packaged food categories saw a return to a more stable positive performance in 2024, baked goods registered modest growth. Baked goods are a highly mature category, deeply entwined in Norwegian food habits, with sandwiches being popular not only for breakfast but for lunch and even dinner. While value sales remained strong-driven by increasing consumer demand for healthier, high-fibre and artisanal options-retail volume growth faced challenges.

Euromonitor International's Baked Goods 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: Bread, Cakes, Dessert Mixes, Dessert Pies and Tarts, Frozen Baked Goods, Pastries.

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

Why buy this report?

- * Get a detailed picture of the Baked Goods 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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