

Processed Fruit and Vegetables in Norway

November 2024

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Processed Fruit and Vegetables in Norway - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Processed fruit and vegetables appeal through reducing waste and offering convenience Frozen berries and vegetables are challenged by fluctuating prices Private label has a strong foothold, offering ongoing innovations on the landscape

PROSPECTS AND OPPORTUNITIES

Private label and the appeal of fresh options limits growth over the forecast period. The Nyt Norge label and organic certification drives sales over the forecast period. International tastes and recipes support demand for processed fruit and vegetables.

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