



Euromonitor
International

Sweet Biscuits, Snack Bars and Fruit Snacks in Norway

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- 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

PROSPECTS AND OPPORTUNITIES

- 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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Snacks in Norway - Industry Overview

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