

# Sweet Spreads in Norway

October 2024

**Table of Contents** 

## Sweet Spreads in Norway - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Sweet spreads is on the up in 2024

Chocolate and nut and seed based spreads struggle to progress

Jams and preserves benefits from innovation

#### PROSPECTS AND OPPORTUNITIES

Sweet spreads will see continued growth through offer of staple items

Honey set to rise but faces threat from counterfeit alternatives

Private label will gain greater share

#### **CATEGORY DATA**

- Table 1 Sales of Sweet Spreads by Category: Volume 2019-2024
- Table 2 Sales of Sweet Spreads by Category: Value 2019-2024
- Table 3 Sales of Sweet Spreads by Category: % Volume Growth 2019-2024
- Table 4 Sales of Sweet Spreads by Category: % Value Growth 2019-2024
- Table 5 Sales of Jams and Preserves by Leading Flavours: Rankings 2019-2024
- Table 6 NBO Company Shares of Sweet Spreads: % Value 2020-2024
- Table 7 LBN Brand Shares of Sweet Spreads: % Value 2021-2024
- Table 8 Distribution of Sweet Spreads by Format: % Value 2019-2024
- Table 9 Forecast Sales of Sweet Spreads by Category: Volume 2024-2029
- Table 10 Forecast Sales of Sweet Spreads by Category: Value 2024-2029
- Table 11 Forecast Sales of Sweet Spreads by Category: % Volume Growth 2024-2029
- Table 12 Forecast Sales of Sweet Spreads by Category: % Value Growth 2024-2029

## Cooking Ingredients and Meals in Norway - Industry Overview

## **EXECUTIVE SUMMARY**

Cooking ingredients and meals in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

#### MARKET DATA

- Table 13 Sales of Cooking Ingredients and Meals by Category: Volume 2019-2024
- Table 14 Sales of Cooking Ingredients and Meals by Category: Value 2019-2024
- Table 15 Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2019-2024
- Table 16 Sales of Cooking Ingredients and Meals by Category: % Value Growth 2019-2024
- Table 17 NBO Company Shares of Cooking Ingredients and Meals: % Value 2020-2024
- Table 18 LBN Brand Shares of Cooking Ingredients and Meals: % Value 2021-2024
- Table 19 Penetration of Private Label by Category: % Value 2019-2024
- Table 20 Distribution of Cooking Ingredients and Meals by Format: % Value 2019-2024
- Table 21 Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2024-2029
- Table 22 Forecast Sales of Cooking Ingredients and Meals by Category: Value 2024-2029
- Table 23 Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2024-2029
- Table 24 Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2024-2029

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## SOURCES

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