



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in Norway

November 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising demand for convenience and new product developments drive growth
Convenience, flavour, and local sourcing drives sales in chilled processed meat and seafood
Consumers often reach for poultry above meat and seafood substitutes

PROSPECTS AND OPPORTUNITIES

Demand for convenience and quality will drive growth across the forecast period
A high level of product innovation boosts sales in processed meat and seafood
Growth for private label is challenged by brands focus on product innovation

CATEGORY DATA

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Staple Foods in Norway - Industry Overview

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Staple foods in 2024: The big picture
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DISCLAIMER

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Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-norway/report.