



# Meals and Soups in Norway

October 2024

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## Meals and Soups in Norway - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Stable growth for meals and soups in 2024, with several new product launches and emerging trends  
Frozen pizza remains highly desired, with consumers showing greater interest in spicy options  
HelloFresh boosts sales for meal kits

#### PROSPECTS AND OPPORTUNITIES

Convenience trend will support steady sales  
Traditional Norwegian options to remain firm favourites  
Plant-based trend set to rise

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