

# **Chocolate Confectionery in Norway**

July 2025

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## Chocolate Confectionery in Norway - Category analysis

#### **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Price rises lead to double-digit value growth while novelty and flavour variants support sales

Freia maintains its lead despite a slight backlash, while Nidar gains ground

Supermarkets lead Norway's chocolate confectionery market as discounters and retail e-commerce gain ground

## PROSPECTS AND OPPORTUNITIES

Indulgence is set to endure amid price pressures in chocolate confectionery

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