



Euromonitor
International

Savoury Snacks in Norway

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Positive growth is driven by premiumisation and flavour innovation
Maarud AS retains its lead although share is set to record a slight decline
Supermarkets lose share as discounters improves its position in savoury snacks

PROSPECTS AND OPPORTUNITIES

Steady growth expected, driven by Indulgence, innovation and premiumisation
Digital engagement and nutritional innovation will support sales of savoury snacks
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DISCLAIMER

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