

Staple Foods in Norway

November 2024

Table of Contents

Staple Foods in Norway

EXECUTIVE SUMMARY

Staple foods in 2024: The big picture

Key trends in 2024 Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 1 - Sales of Staple Foods by Category: Volume 2019-2024

Table 2 - Sales of Staple Foods by Category: Value 2019-2024

Table 3 - Sales of Staple Foods by Category: % Volume Growth 2019-2024

Table 4 - Sales of Staple Foods by Category: % Value Growth 2019-2024

Table 5 - NBO Company Shares of Staple Foods: % Value 2020-2024

Table 6 - LBN Brand Shares of Staple Foods: % Value 2021-2024

Table 7 - Penetration of Private Label by Category: % Value 2019-2024

Table 8 - Distribution of Staple Foods by Format: % Value 2019-2024

Table 9 - Forecast Sales of Staple Foods by Category: Volume 2024-2029

Table 10 - Forecast Sales of Staple Foods by Category: Value 2024-2029

Table 11 - Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029

Table 12 - Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baked Goods in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

The maturity of the baked goods landscape challenges retail volume growth in 2024 Tradition and innovation drives positive retail volume growth for flatbreads

Polarising trends of health and indulgence aid sales on the baked goods landscape

PROSPECTS AND OPPORTUNITIES

Modest performance driven by premiumisation and artisanal options

Health trends aid sales of unpackaged goods, perceived to be fresh

The rising share of private label options on the baked goods landscape

CATEGORY DATA

Table 13 - Sales of Baked Goods by Category: Volume 2019-2024

Table 14 - Sales of Baked Goods by Category: Value 2019-2024

Table 15 - Sales of Baked Goods by Category: % Volume Growth 2019-2024

Table 16 - Sales of Baked Goods by Category: % Value Growth 2019-2024

Table 17 - Sales of Pastries by Type: % Value 2019-2024

Table 18 - NBO Company Shares of Baked Goods: % Value 2020-2024

Table 19 - LBN Brand Shares of Baked Goods: % Value 2021-2024

Table 20 - Distribution of Baked Goods by Format: % Value 2019-2024

Table 21 - Forecast Sales of Baked Goods by Category: Volume 2024-2029

Table 22 - Forecast Sales of Baked Goods by Category: Value 2024-2029

Table 23 - Forecast Sales of Baked Goods by Category: % Volume Growth 2024-2029

Breakfast Cereals in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

Slowdown for retail value growth as inflation eases in Norway

Hot cereal players focus on innovation to fight against maturity

Health and wellness is the key influence shaping breakfast cereals in 2024

PROSPECTS AND OPPORTUNITIES

Higher-quality ingredients and smaller pack sizes boost growth over the forecast period Local products continue to perform well as consumers support domestic goods Rising opportunity for private label players to offer premium features

CATEGORY DATA

- Table 25 Sales of Breakfast Cereals by Category: Volume 2019-2024
- Table 26 Sales of Breakfast Cereals by Category: Value 2019-2024
- Table 27 Sales of Breakfast Cereals by Category: % Volume Growth 2019-2024
- Table 28 Sales of Breakfast Cereals by Category: % Value Growth 2019-2024
- Table 29 NBO Company Shares of Breakfast Cereals: % Value 2020-2024
- Table 30 LBN Brand Shares of Breakfast Cereals: % Value 2021-2024
- Table 31 Distribution of Breakfast Cereals by Format: % Value 2019-2024
- Table 32 Forecast Sales of Breakfast Cereals by Category: Volume 2024-2029
- Table 33 Forecast Sales of Breakfast Cereals by Category: Value 2024-2029
- Table 34 Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2024-2029
- Table 35 Forecast Sales of Breakfast Cereals by Category: % Value Growth 2024-2029

Processed Fruit and Vegetables in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

Processed fruit and vegetables appeal through reducing waste and offering convenience Frozen berries and vegetables are challenged by fluctuating prices Private label has a strong foothold, offering ongoing innovations on the landscape

PROSPECTS AND OPPORTUNITIES

Private label and the appeal of fresh options limits growth over the forecast period The Nyt Norge label and organic certification drives sales over the forecast period International tastes and recipes support demand for processed fruit and vegetables

CATEGORY DATA

- Table 36 Sales of Processed Fruit and Vegetables by Category: Volume 2019-2024
- Table 37 Sales of Processed Fruit and Vegetables by Category: Value 2019-2024
- Table 38 Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2019-2024
- Table 39 Sales of Processed Fruit and Vegetables by Category: % Value Growth 2019-2024
- Table 40 Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2019-2024
- Table 41 NBO Company Shares of Processed Fruit and Vegetables: % Value 2020-2024
- Table 42 LBN Brand Shares of Processed Fruit and Vegetables: % Value 2021-2024
- Table 43 Distribution of Processed Fruit and Vegetables by Format: % Value 2019-2024
- Table 44 Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2024-2029
- Table 45 Forecast Sales of Processed Fruit and Vegetables by Category: Value 2024-2029

Table 46 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2024-2029

Table 47 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2024-2029

Processed Meat, Seafood and Alternatives To Meat in Norway

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

Table 48 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2019-2024

Table 49 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2019-2024

Table 50 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2019-2024

Table 51 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2019-2024

Table 52 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2019-2024

Table 53 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2019-2024

Table 54 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2019-2024

Table 55 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2019-2024

Table 56 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2019-2024

Table 57 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2024

Table 58 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2024

Table 59 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2019-2024

Table 60 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2024-2029

Table 61 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2024-2029

Rice, Pasta and Noodles in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

Mediterranean diets and Asian cuisine supports sales of pasta and noodles Dried pasta players focus on premium attributes to boost value growth The rising interest in Asian cuisine benefits sales of instant noodles

PROSPECTS AND OPPORTUNITIES

Sales are driven by convenience, quality and evolving culinary preferences

Lack of brand loyalty continues to drive sales of private label goods

Authenticity and premiumisation are growth drivers across the next five years

CATEGORY DATA

Table 62 - Sales of Rice, Pasta and Noodles by Category: Volume 2019-2024

Table 63 - Sales of Rice, Pasta and Noodles by Category: Value 2019-2024

Table 64 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2019-2024

Table 65 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2019-2024

Table 66 - Sales of Instant Noodles by Leading Flavours: Rankings 2019-2024

Table 67 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2020-2024

- Table 68 LBN Brand Shares of Rice, Pasta and Noodles: % Value 2021-2024
- Table 69 NBO Company Shares of Rice: % Value 2020-2024
- Table 70 LBN Brand Shares of Rice: % Value 2021-2024
- Table 71 NBO Company Shares of Pasta: % Value 2020-2024
- Table 72 LBN Brand Shares of Pasta: % Value 2021-2024
- Table 73 NBO Company Shares of Noodles: % Value 2020-2024
- Table 74 LBN Brand Shares of Noodles: % Value 2021-2024
- Table 75 Distribution of Rice, Pasta and Noodles by Format: % Value 2019-2024
- Table 76 Distribution of Rice by Format: % Value 2019-2024
- Table 77 Distribution of Pasta by Format: % Value 2019-2024
- Table 78 Distribution of Noodles by Format: % Value 2019-2024
- Table 79 Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2024-2029
- Table 80 Forecast Sales of Rice, Pasta and Noodles by Category: Value 2024-2029
- Table 81 Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2024-2029
- Table 82 Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2024-2029

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/staple-foods-in-norway/report.