

Baked Goods in Norway

November 2023

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Baked Goods in Norway - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

High fibre baked goods attracting the attention of health conscious consumers Old El Paso launches low-calorie tortillas as consumers look for healthier options Cakes see stable demand while marketing comes under closer scrutiny

PROSPECTS AND OPPORTUNITIES

Consumers expected to make healthier choices when it comes to baked goods Artisanal and private label baked goods expected to play a key role in driving sales E-commerce could take a bigger slice in baked goods as consumers focus on convenience

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