

# **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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