

# Sweet Biscuits, Snack Bars and Fruit Snacks in Norway

July 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

While current retail value sales rise, there is a modest decline in current retail volume

Continued growth and momentum for protein/energy bars

Orkla and Mondelez dominate the snack landscape in Norway

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An overall decline in retail volume terms as health trends challenge sales

Protein/energy bars benefit from ongoing growth opportunities

Discounters and e-commerce are set for growth as consumers bulk buy

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