

Ice Cream in Norway

July 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ice cream sees a small decline in 2023, resilient to the impact of cross-border trade

Hennig Olsen and Diplom Is lead ice cream, focusing on plant-based options

Sales in e-commerce rise, particularly for take-home ice cream

PROSPECTS AND OPPORTUNITIES

Overall decline in ice cream, as some consumers shift away from dairy-based products

Plant-based ice cream continues to grow with momentum

Liquorice craze rises as players launch new flavour combinations

CATEGORY DATA

Table 1 - Sales of Ice Cream by Category: Volume 2018-2023

Table 2 - Sales of Ice Cream by Category: Value 2018-2023

Table 3 - Sales of Ice Cream by Category: % Volume Growth 2018-2023

Table 4 - Sales of Ice Cream by Category: % Value Growth 2018-2023

Table 5 - Sales of Ice Cream by Leading Flavours: Rankings 2018-2023

Table 6 - Sales of Impulse Ice Cream by Format: % Value 2018-2023

Table 7 - NBO Company Shares of Ice Cream: % Value 2019-2023

Table 8 - LBN Brand Shares of Ice Cream: % Value 2020-2023

Table 9 - NBO Company Shares of Impulse Ice Cream: % Value 2019-2023

Table 10 - LBN Brand Shares of Impulse Ice Cream: % Value 2020-2023

Table 11 - NBO Company Shares of Take-home Ice Cream: % Value 2019-2023

Table 12 - LBN Brand Shares of Take-home Ice Cream: % Value 2020-2023

Table 13 - Distribution of Ice Cream by Format: % Value 2018-2023

Table 14 - Forecast Sales of Ice Cream by Category: Volume 2023-2028

Table 15 - Forecast Sales of Ice Cream by Category: Value 2023-2028

Table 16 - Forecast Sales of Ice Cream by Category: % Volume Growth 2023-2028

Table 17 - Forecast Sales of Ice Cream by Category: % Value Growth 2023-2028

Snacks in Norway - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

Table 18 - Sales of Snacks by Category: Volume 2018-2023

Table 19 - Sales of Snacks by Category: Value 2018-2023

Table 20 - Sales of Snacks by Category: % Volume Growth 2018-2023

Table 21 - Sales of Snacks by Category: % Value Growth 2018-2023

Table 22 - NBO Company Shares of Snacks: % Value 2019-2023

Table 23 - LBN Brand Shares of Snacks: % Value 2020-2023

Table 24 - Penetration of Private Label by Category: % Value 2018-2023

Table 25 - Distribution of Snacks by Format: % Value 2018-2023

Table 26 - Forecast Sales of Snacks by Category: Volume 2023-2028

Table 27 - Forecast Sales of Snacks by Category: Value 2023-2028

Table 28 - Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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