

# Food Preparation Appliances in Norway

December 2023

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## Food Preparation Appliances in Norway - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Spending on experiences and services leads to a retail volume decline in 2023  
Shift to multifunctional products sees cannibalisation of sales of juice extractors  
Moderate price increases as retailers launch deals and promotions to boost sales

#### PROSPECTS AND OPPORTUNITIES

Growth opportunities exist in the rising demand for premium offerings  
Multifunctionality and design impacts consumers purchasing decisions  
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