

Processed Meat, Seafood and Alternatives To Meat in Norway

November 2023

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Processed Meat, Seafood and Alternatives To Meat in Norway - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales fall in most categories in 2023 as demand stabilises and households become more price sensitive Increased price sensitivity favours private label

Premium products continue to find favour with those looking for convenience and flavour

PROSPECTS AND OPPORTUNITIES

Sustainability issues likely to have a growing influence on demand

Meat and seafood substitutes struggling to make a significant impact in the market

Chilled, frozen and shelf stable products to continue fulfilling different needs

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