

# Baby Food in Norway

September 2022

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## Baby Food in Norway - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Baby food declines in 2022, as cross-border trade resumes  
Natural ingredients, healthy positioning and product transparency remain key trends  
Nestlé Norge AS continues to dominate baby food in 2022

#### PROSPECTS AND OPPORTUNITIES

Cross-border trade will continue to slow growth, but baby food set to recover by end of forecast period  
Price development set to be stable, helped by price competition among retailers  
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