

# Drinking Milk Products in Norway

September 2022

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## Drinking Milk Products in Norway - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Decline for fresh milk as at-home consumption occasions decrease in 2022

Stronger competition rising from plant-based on both fresh and flavoured milk drinks

Dairy giant Tine maintains its lead in drinking milk products, thanks to ongoing innovations to meet consumer trends

#### PROSPECTS AND OPPORTUNITIES

Decline expected for drinking milk products, although full fat milk could make a comeback

Foodservice set to remain below pre-pandemic levels, but ongoing recovery is expected

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