

Chocolate Confectionery in Norway

June 2024

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Chocolate Confectionery in Norway - Category analysis

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2024 DEVELOPMENTS

Price of chocolate comparatively cheaper than other foods amid inflation, as category also benefits from health trends

Mondelez in political controversy over sales in Russia, but with limited impact on local sales

Freia and Nidar continue to lead overall category

PROSPECTS AND OPPORTUNITIES

Novelty trend will continue with more relaunches while health trends support vegan variants

Nidar invests in ads as it looks to gain market share, while premiumisation persists

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