

# Yoghurt and Sour Milk Products in Norway

September 2023

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## Yoghurt and Sour Milk Products in Norway - Category analysis

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#### 2023 DEVELOPMENTS

Yoghurt and sour milk suffers from consumer shifts  
Tine SA remains leading NBO with its Tine brand dominating brands in 2023  
New entrants characterised by sugar reduction and packaging amplification

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