

Processed Fruit and Vegetables in Norway

November 2023

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Processed Fruit and Vegetables in Norway - Category analysis

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2023 DEVELOPMENTS

Frozen products remain popular despite price pressures
Private label extends its dominance but premiumisation trend is making inroads
Consumers becoming more adventurous in their purchasing decisions

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Modest growth projected for the category
Smoothie mixes and frozen processed potatoes likely to attract consumers looking for convenience

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