

Sweet Biscuits, Snack Bars and Fruit Snacks in Norway

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Sweet Biscuits, Snack Bars and Fruit Snacks in Norway - Category analysis

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2024 DEVELOPMENTS

Premium fruit snacks and protein/energy bars benefit from health and wellness trends

Leading players are stable in a mature category

Snack bars leads growth in 2024 as sweet biscuits suffers

PROSPECTS AND OPPORTUNITIES

Fruit and nut bars is still niche in Norway, offering growth potential

Protein/energy bars should see more innovation and healthier positioning

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