

Snacks in Norway

June 2024

Table of Contents

Snacks in Norway

EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

Table 1 - Sales of Snacks by Category: Volume 2019-2024

Table 2 - Sales of Snacks by Category: Value 2019-2024

Table 3 - Sales of Snacks by Category: % Volume Growth 2019-2024

Table 4 - Sales of Snacks by Category: % Value Growth 2019-2024

Table 5 - NBO Company Shares of Snacks: % Value 2020-2024

Table 6 - LBN Brand Shares of Snacks: % Value 2021-2024

Table 7 - Penetration of Private Label by Category: % Value 2019-2024

Table 8 - Distribution of Snacks by Format: % Value 2019-2024

Table 9 - Forecast Sales of Snacks by Category: Volume 2024-2029

Table 10 - Forecast Sales of Snacks by Category: Value 2024-2029

Table 11 - Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 12 - Forecast Sales of Snacks by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Chocolate Confectionery in Norway

KEY DATA FINDINGS

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

E-commerce set for further gains during forecast period

CATEGORY DATA

Summary 2 - Other Chocolate Confectionery by Product Type: 2024

Table 13 - Sales of Chocolate Confectionery by Category: Volume 2019-2024

Table 14 - Sales of Chocolate Confectionery by Category: Value 2019-2024

Table 15 - Sales of Chocolate Confectionery by Category: % Volume Growth 2019-2024

Table 16 - Sales of Chocolate Confectionery by Category: % Value Growth 2019-2024

Table 17 - Sales of Chocolate Tablets by Type: % Value 2019-2024

Table 18 - NBO Company Shares of Chocolate Confectionery: % Value 2020-2024

Table 19 - LBN Brand Shares of Chocolate Confectionery: % Value 2021-2024

Table 20 - Distribution of Chocolate Confectionery by Format: % Value 2019-2024

Table 21 - Forecast Sales of Chocolate Confectionery by Category: Volume 2024-2029

Table 22 - Forecast Sales of Chocolate Confectionery by Category: Value 2024-2029

Table 23 - Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2024-2029

Table 24 - Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2024-2029

Gum in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

Extra maintains overall leadership

Discounting keeps chewing gum players stay competitive, while bubble gum keeps on shrinking

Zinc-enriched chewing gum offers growth opportunities

PROSPECTS AND OPPORTUNITIES

Plastic-free and natural – an innovative positioning a possibility for Norway

Rising awareness of aspartame's reported health risks, with no improvement for bubble gum

Competition from other categories to puts pressure on gum

CATEGORY DATA

Table 25 - Sales of Gum by Category: Volume 2019-2024

Table 26 - Sales of Gum by Category: Value 2019-2024

Table 27 - Sales of Gum by Category: % Volume Growth 2019-2024

Table 28 - Sales of Gum by Category: % Value Growth 2019-2024

Table 29 - Sales of Gum by Flavour: Rankings 2019-2024

Table 30 - NBO Company Shares of Gum: % Value 2020-2024

Table 31 - LBN Brand Shares of Gum: % Value 2021-2024

Table 32 - Distribution of Gum by Format: % Value 2019-2024

Table 33 - Forecast Sales of Gum by Category: Volume 2024-2029

Table 34 - Forecast Sales of Gum by Category: Value 2024-2029

Table 35 - Forecast Sales of Gum by Category: % Volume Growth 2024-2029

Table 36 - Forecast Sales of Gum by Category: % Value Growth 2024-2029

Sugar Confectionery in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

Nidar leads brands as medicated confectionery benefits from popular leading brands

Pick 'n' mix continues to struggle in 2024

Liquorice posts relatively stable performance as plant-based sugar confectionery shows potential

PROSPECTS AND OPPORTUNITIES

Further volume declines predicted, and efforts to reposition boiled sweets look troubled

Innovation will remain focused on sugar-free and vegan variants presented as premium

Grocery retailers to remain preferred retail choice

CATEGORY DATA

Summary 3 - Other Sugar Confectionery by Product Type: 2024

Table 37 - Sales of Sugar Confectionery by Category: Volume 2019-2024

Table 38 - Sales of Sugar Confectionery by Category: Value 2019-2024

Table 39 - Sales of Sugar Confectionery by Category: % Volume Growth 2019-2024

Table 40 - Sales of Sugar Confectionery by Category: % Value Growth 2019-2024

Table 41 - Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2019-2024

Table 42 - NBO Company Shares of Sugar Confectionery: % Value 2020-2024

Table 43 - LBN Brand Shares of Sugar Confectionery: % Value 2021-2024

Table 44 - Distribution of Sugar Confectionery by Format: % Value 2019-2024

Table 45 - Forecast Sales of Sugar Confectionery by Category: Volume 2024-2029

Table 46 - Forecast Sales of Sugar Confectionery by Category: Value 2024-2029

Table 47 - Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2024-2029

Table 48 - Forecast Sales of Sugar Confectionery by Category: % Value Growth 2024-2029

Ice Cream in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

Ice cream sees old classics and new innovations in 2024

Hennig Olsen launches a new brand with popular football player, maintaining leadership with Diplom-Is

Sales in e-commerce rise, benefitting take-home ice cream

PROSPECTS AND OPPORTUNITIES

Players to push promotions to combat weakened sales in impulse ice cream as health trends gather pace

Plant-based trends drive overall development

Take-home ice cream set to struggle while liquorice trend accelerates

CATEGORY DATA

Table 49 - Sales of Ice Cream by Category: Volume 2019-2024

Table 50 - Sales of Ice Cream by Category: Value 2019-2024

Table 51 - Sales of Ice Cream by Category: % Volume Growth 2019-2024

Table 52 - Sales of Ice Cream by Category: % Value Growth 2019-2024

Table 53 - Sales of Ice Cream by Leading Flavours: Rankings 2019-2024

Table 54 - Sales of Impulse Ice Cream by Format: % Value 2019-2024

Table 55 - NBO Company Shares of Ice Cream: % Value 2020-2024

Table 56 - LBN Brand Shares of Ice Cream: % Value 2021-2024

Table 57 - NBO Company Shares of Impulse Ice Cream: % Value 2020-2024

Table 58 - LBN Brand Shares of Impulse Ice Cream: % Value 2021-2024

Table 59 - NBO Company Shares of Take-home Ice Cream: % Value 2020-2024

Table 60 - LBN Brand Shares of Take-home Ice Cream: % Value 2021-2024

Table 61 - Distribution of Ice Cream by Format: % Value 2019-2024

Table 62 - Forecast Sales of Ice Cream by Category: Volume 2024-2029

Table 63 - Forecast Sales of Ice Cream by Category: Value 2024-2029

Table 64 - Forecast Sales of Ice Cream by Category: % Volume Growth 2024-2029

Table 65 - Forecast Sales of Ice Cream by Category: % Value Growth 2024-2029

Savoury Snacks in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume sales of savoury snacks stagnant in 2024

Vegetable, pulse and bread chips remains niche as potato chips benefits from innovation

Convenience stores and forecourt retailers expand in savoury snacks

PROSPECTS AND OPPORTUNITIES

Local potato production to remain hotly debated, with overall category set to rise

Spicy warning labels become more prevalent and novelty trend continues

Craftsmanship comes into sharper focus

CATEGORY DATA

- Table 66 - Sales of Savoury Snacks by Category: Volume 2019-2024
- Table 67 - Sales of Savoury Snacks by Category: Value 2019-2024
- Table 68 - Sales of Savoury Snacks by Category: % Volume Growth 2019-2024
- Table 69 - Sales of Savoury Snacks by Category: % Value Growth 2019-2024
- Table 70 - NBO Company Shares of Savoury Snacks: % Value 2020-2024
- Table 71 - LBN Brand Shares of Savoury Snacks: % Value 2021-2024
- Table 72 - Distribution of Savoury Snacks by Format: % Value 2019-2024
- Table 73 - Forecast Sales of Savoury Snacks by Category: Volume 2024-2029
- Table 74 - Forecast Sales of Savoury Snacks by Category: Value 2024-2029
- Table 75 - Forecast Sales of Savoury Snacks by Category: % Volume Growth 2024-2029
- Table 76 - Forecast Sales of Savoury Snacks by Category: % Value Growth 2024-2029

Sweet Biscuits, Snack Bars and Fruit Snacks in Norway

KEY DATA FINDINGS

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
- Grains grab attention and discounters will keep on rising

CATEGORY DATA

- Table 77 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2019-2024
- Table 78 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2019-2024
- Table 79 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2019-2024
- Table 80 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2019-2024
- Table 81 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2024
- Table 82 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2024
- Table 83 - NBO Company Shares of Sweet Biscuits: % Value 2020-2024
- Table 84 - LBN Brand Shares of Sweet Biscuits: % Value 2021-2024
- Table 85 - NBO Company Shares of Snack Bars: % Value 2020-2024
- Table 86 - LBN Brand Shares of Snack Bars: % Value 2021-2024
- Table 87 - NBO Company Shares of Fruit Snacks: % Value 2020-2024
- Table 88 - LBN Brand Shares of Fruit Snacks: % Value 2021-2024
- Table 89 - Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2019-2024
- Table 90 - Distribution of Sweet Biscuits by Format: % Value 2019-2024
- Table 91 - Distribution of Snack Bars by Format: % Value 2019-2024
- Table 92 - Distribution of Fruit Snacks by Format: % Value 2019-2024
- Table 93 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2024-2029
- Table 94 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2024-2029
- Table 95 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2024-2029
- Table 96 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2024-2029

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/snacks-in-norway/report.