

# Meals and Soups in Norway

November 2023

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## Meals and Soups in Norway - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales grow as consumers look for quick and convenient meal solutions, while grill season inspires new product development

Pasta proving to be a popular choice in chilled ready meals

Private label serving up tasty new recipes in chilled soup

#### PROSPECTS AND OPPORTUNITIES

Ready meals set for slower grow but need for convenience should sustain demand

Single-person households seen as a key target audience for meals and soups

Plant-based options should see increased demand as consumers become more health conscious

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