

Biscuits and Snack Bars in Norway

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Abstracts

The health and wellness trend is affecting biscuits and snack bars to a different degree. With regard to biscuits, the desire to consume healthier foods is comparatively limited as these are considered a treat or an indulgence rather than something consumed daily or more frequently. Biscuits are an integral part of Norwegian society as they are often combined with a cup of coffee, of which Norwegians are among the heaviest consumers in the world. As such, companies in 2015 mainly continued to...

Euromonitor International's Biscuits and Snack Bars in Norway report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2010-2014, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2019 illustrate how the market is set to change.

Product coverage: Biscuits, Snack Bars.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Biscuits and Snack Bars market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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