

Confectionery in Norway

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Abstracts

Suppliers of chocolate confectionery are making old brands trendy by adding new ingredients. In general, Norwegian consumers are brand loyal to their favourite chocolates, but there are many tempting choices available in chocolate confectionery. Kraft Foods Norge AS keeps its long-standing, traditional brands in the “top of the mind” of its customers by frequently revitalising its chocolate with new product attributes that reflect current fashions. Freia Melkesjokolade developed into one of...

Euromonitor International's Chocolate Confectionery 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 2005-2009, 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 2014 illustrate how the market is set to change.

Product coverage: Alfajores, Bagged Selflines/Softlines, Boiled Sweets, Boxed Assortments, Bubble Gum, Chewing Gum, Chocolate with Toys, Countlines, Liquorice, Lollipops, Medicated Confectionery, Mints, Other Chocolate Confectionery, Other Sugar Confectionery, Pastilles, Gums, Jellies and Chews, Seasonal Chocolate, Tablets, Toffees, Caramels and Nougat.

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

Why buy this report?

Get a detailed picture of the Chocolate Confectionery 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Confectionery in Norway
Euromonitor International
October 2010

LIST OF CONTENTS AND TABLES

Executive Summary
Packaged Food Performs Well in 2010
Conditions Are Advantageous for Private Label Products
Domestic Players Dominate Packaged Food
Discounters Gain Ground
Moderate Increase Predicted for Constant Value
Key Trends and Developments
Private Label Products Made Inroads Despite High Consumer Purchasing Power
Consumer Health and Nutrition Top Priority Among Norwegians
Changing Tastes Drive Sales of Premium Products
Discounters Gain Ground in 2010
Sales Flourish for Fairtrade Products
Market Data
Table 1 Sales of Packaged Food by Category: Volume 2005-2010
Table 2 Sales of Packaged Food by Category: Value 2005-2010
Table 3 Sales of Packaged Food by Category: % Volume Growth 2005-2010
Table 4 Sales of Packaged Food by Category: % Value Growth 2005-2010
Table 5 GBO Shares of Packaged Food 2005-2009
Table 6 NBO Shares of Packaged Food 2005-2009
Table 7 NBO Brand Shares of Packaged Food 2006-2009
Table 8 Penetration of Private Label by Category 2005-2009
Table 9 Sales of Packaged Food by Distribution Format: % Analysis 2005-2010
Table 10 Sales of Packaged Food by Category and Distribution Format: % Analysis
2010
Table 11 Forecast Sales of Packaged Food by Category: Volume 2010-2015
Table 12 Forecast Sales of Packaged Food by Category: Value 2010-2015
Table 13 Forecast Sales of Packaged Food by Category: % Volume Growth
2010-2015
Table 14 Forecast Sales of Packaged Food by Category: % Value Growth 2010-2015
Foodservice - Key Trends and Developments
Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 15 Foodservice Sales of Packaged Food by Category: Volume 2005-2010

Table 16 Foodservice Sales of Packaged Food by Category: % Volume Growth 2005-2010

Table 17 Forecast Foodservice Sales of Packaged Food by Category: Volume 2010-2015

Table 18 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2010-2015

Impulse and Indulgence Products - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 19 Sales of Impulse and Indulgence Products by Category: Volume 2005-2010

Table 20 Sales of Impulse and Indulgence Products by Category: Value 2005-2010

Table 21 Sales of Impulse and Indulgence Products by Category: % Volume Growth 2005-2010

Table 22 Sales of Impulse and Indulgence Products by Category: % Value Growth 2005-2010

Table 23 Company Shares of Impulse and Indulgence Products 2005-2009

Table 24 Brand Shares of Impulse and Indulgence Products 2006-2009

Table 25 Forecast Sales of Impulse and Indulgence Products by Category: Volume 2010-2015

Table 26 Forecast Sales of Impulse and Indulgence Products by Category: Value 2010-2015

Table 27 Forecast Sales of Impulse and Indulgence Products by Category: % Volume Growth 2010-2015

Table 28 Forecast Sales of Impulse and Indulgence Products by Category: % Value Growth 2010-2015

Nutrition/staples - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 29 Sales of Nutrition/Staples by Category: Volume 2005-2010

Table 30 Sales of Nutrition/Staples by Category: Value 2005-2010

Table 31 Sales of Nutrition/Staples by Category: % Volume Growth 2005-2010

Table 32 Sales of Nutrition/Staples by Category: % Value Growth 2005-2010

Table 33 Company Shares of Nutrition/Staples 2005-2009

Table 34 Brand Shares of Nutrition/Staples 2006-2009

Table 35 Forecast Sales of Nutrition/Staples by Category: Volume 2010-2015

Table 36 Forecast Sales of Nutrition/Staples by Category: Value 2010-2015

Table 37 Forecast Sales of Nutrition/Staples by Category: % Volume Growth
2010-2015

Table 38 Forecast Sales of Nutrition/Staples by Category: % Value Growth 2010-2015
Meal Solutions - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 39 Sales of Meal Solutions by Category: Volume 2005-2010

Table 40 Sales of Meal Solutions by Category: Value 2005-2010

Table 41 Sales of Meal Solutions by Category: % Volume Growth 2005-2010

Table 42 Sales of Meal Solutions by Category: % Value Growth 2005-2010

Table 43 Company Shares of Meal Solutions 2005-2009

Table 44 Brand Shares of Meal Solutions 2006-2009

Table 45 Forecast Sales of Meal Solutions by Category: Volume 2010-2015

Table 46 Forecast Sales of Meal Solutions by Category: Value 2010-2015

Table 47 Forecast Sales of Meal Solutions by Category: % Volume Growth 2010-2015

Table 48 Forecast Sales of Meal Solutions by Category: % Value Growth 2010-2015

Definitions

Summary 1 Research Sources

Brynild Gruppen AS

Strategic Direction

Key Facts

Summary 2 Brynild Gruppen AS: Key Facts

Summary 3 Brynild Group: Operational Indicators

Company Background

Production

Summary 4 Brynild Group AS: Production Statistics 2009

Competitive Positioning

Summary 5 Brynild Gruppen AS: Competitive Position 2009

Haugen-gruppen A/S

Strategic Direction

Key Facts

Summary 6 Haugen-Gruppen A/S: Key Facts

Summary 7 Haugen-Gruppen A/S: Operational Indicators

Company Background

Production

Competitive Positioning

Hennig-olsen Is As

Strategic Direction

Key Facts

Summary 8 Hennig-Olsen Is AS: Key Facts

Summary 9 Hennig-Olsen Is AS: Operational Indicators

Company Background

Production

Summary 10 Hennig-Olsen Is AS: Production Statistics 2009

Competitive Positioning

Summary 11 Hennig-Olsen Is AS: Competitive Position 2009

Lantmannen Unibake Norway As

Strategic Direction

Key Facts

Summary 12 Lantmannen Unibake AS: Key Facts

Summary 13 Lantmannen Unibake AS: Operational Indicators

Company Background

Production

Competitive Positioning

Mills Da

Strategic Direction

Key Facts

Summary 14 Mills DA: Key Facts

Summary 15 Mills DA: Operational Indicators*

Company Background

Production

Competitive Positioning

Q-meieriene As

Strategic Direction

Key Facts

Summary 16 Q-Meieriene AS: Key Facts

Summary 17 Q-Meieriene AS: Operational Indicators

Company Background**Production**

Summary 18 Q-Meieriene AS: Production Statistics 2009

Competitive Positioning

Summary 19 Q-Meieriene AS: Competitive Position 2009

Rieber & Son Asa**Strategic Direction****Key Facts**

Summary 20 Rieber & Son ASA: Key Facts

Summary 21 Rieber & Son ASA: Operational Indicators

Company Background**Competitive Positioning****Synnove Finden As****Strategic Direction****Key Facts**

Summary 22 Synnove Finden AS: Key Facts

Summary 23 Synnove Finden AS: Operational Indicators

Company Background**Production**

Summary 24 Synnove Finden AS: Production Statistics 2009

Competitive Positioning

Summary 25 Synnove Finden AS: Competitive Position 2009

Tine Ba**Strategic Direction****Key Facts**

Summary 26 Tine BA: Key Facts

Summary 27 Tine BA: Operational Indicators

Company Background**Production**

Summary 28 Tine BA: Production Statistics 2009

Competitive Positioning

Summary 29 Tine BA: Competitive Position 2009

Headlines**Trends****Competitive Landscape****Prospects****Category Data**

Table 49 Sales of Chocolate Confectionery by Category: Volume 2005-2010

Table 50 Sales of Chocolate Confectionery by Category: Value 2005-2010

Table 51 Sales of Chocolate Confectionery by Category: % Volume Growth 2005-2010

Table 52 Sales of Chocolate Confectionery by Category: % Value Growth 2005-2010

Table 53 Chocolate Tablets by Type: % Value Breakdown 2005-2010

Table 54 Chocolate Confectionery Company Shares 2005-2009

Table 55 Chocolate Confectionery Brand Shares 2006-2009

Table 56 Sales of Chocolate Confectionery by Distribution Format: % Analysis
2005-2010

Table 57 Forecast Sales of Chocolate Confectionery by Category: Volume 2010-2015

Table 58 Forecast Sales of Chocolate Confectionery by Category: Value 2010-2015

Table 59 Forecast Sales of Chocolate Confectionery by Category: % Volume Growth
2010-2015

Table 60 Forecast Sales of Chocolate Confectionery by Category: % Value Growth
2010-2015

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 61 Sales of Gum by Category: Volume 2005-2010

Table 62 Sales of Gum by Category: Value 2005-2010

Table 63 Sales of Gum by Category: % Volume Growth 2005-2010

Table 64 Sales of Gum by Category: % Value Growth 2005-2010

Table 65 Leading Flavours for Gum 2005-2010

Table 66 Gum Company Shares 2005-2009

Table 67 Gum Brand Shares 2006-2009

Table 68 Sales of Gum by Distribution Format: % Analysis 2005-2010

Table 69 Forecast Sales of Gum by Category: Volume 2010-2015

Table 70 Forecast Sales of Gum by Category: Value 2010-2015

Table 71 Forecast Sales of Gum by Category: % Volume Growth 2010-2015

Table 72 Forecast Sales of Gum by Category: % Value Growth 2010-2015

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 73 Sales of Sugar Confectionery by Category: Volume 2005-2010

Table 74 Sales of Sugar Confectionery by Category: Value 2005-2010

Table 75 Sales of Sugar Confectionery by Category: % Volume Growth 2005-2010

Table 76 Sales of Sugar Confectionery by Category: % Value Growth 2005-2010

- Table 77 Sugarised Vs Sugar-free Sugar Confectionery % Breakdown by Type 2010
- Table 78 Pastilles, Gums, Jellies and Chews by Type: % Value Breakdown 2005-2010
- Table 79 Sugar Confectionery Company Shares 2005-2009
- Table 80 Sugar Confectionery Brand Shares 2006-2009
- Table 81 Sales of Sugar Confectionery by Distribution Format: % Analysis 2005-2010
- Table 82 Forecast Sales of Sugar Confectionery by Category: Volume 2010-2015
- Table 83 Forecast Sales of Sugar Confectionery by Category: Value 2010-2015
- Table 85 Forecast Sales of Sugar Confectionery by Category: % Value Growth 2010-2015

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