

# Dairy in Norway

<https://marketpublishers.com/r/D6A0E91317BEN.html>

Date: November 2010

Pages: 87

Price: US\$ 900.00 (Single User License)

ID: D6A0E91317BEN

## Abstracts

Per capita consumption of drinking milk is expected to stabilise in 2010 after a couple of years of small gains. Health and wellness trends are strong in Norway, especially related to a nutritious diet. The Norwegian Directorate of Health guides eating habits of Norwegian consumers, encouraging consumption of milk because it is considered an important source of vitamins and nutrients by health authorities and consumers alike. In 2010, other products such as yoghurt are also providing the same...

Euromonitor International's Drinking Milk Products 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:** Chilled and Shelf Stable Desserts, Chilled Snacks, Coffee Whiteners, Condensed/Evaporated Milk, Cream, Flavoured Milk Drinks, Flavoured Powder Milk Drinks, Fromage Frais and Quark, Milk, Powder Milk, Processed Cheese, Sour Milk Drinks, Soy Beverages, Unprocessed Cheese, Yoghurt.

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

## Why buy this report?

Get a detailed picture of the Drinking Milk Products 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.



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