

## Dairy Products in Norway

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Convenience has become an import product attribute and Norwegian consumers are showing a preference for pre-sliced and grated yellow cheese instead of cheese chunks. Producers are delighted with the popularity of sliced cheese because the value added feature justifies higher margins. However, consumers often migrated to private label grated cheese instead of branded. Grated cheese is often used as a food ingredient therefore price is often a more important consideration than taste. Synnøve...

Euromonitor International's Cheese 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 2004-2008, 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 2013 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 Packaged Food industry;
- 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 and Santiago 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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