

Fortified/Functional Packaged Food in Norway

<https://marketpublishers.com/r/FA08EBF9382EN.html>

Date: January 2022

Pages: 26

Price: US\$ 990.00 (Single User License)

ID: FA08EBF9382EN

Abstracts

FF packaged food continued to enjoy stable growth in current value terms in 2021. This was supported in part by ongoing border controls during a large part of the year, which limited cross-border trade and benefited the domestic market. The category's development was also driven by the dynamic performance of FF flavoured milk drinks and the stable growth seen by FF milk, which is by far the largest category in FF packaged food. The increased demand for FF flavoured milk milks was driven in part...

Euromonitor International's Fortified/Functional Packaged Food in Norway report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: FF Baby Food, FF Bread, FF Breakfast Cereals, FF Confectionery, FF Dairy, FF Pasta, FF Sweet Biscuits, Snack Bars and Fruit Snacks, FF Vegetable and Seed Oil.

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

Why buy this report?

Get a detailed picture of the Fortified/Functional Packaged Food 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.

Contents

FORTIFIED/FUNCTIONAL PACKAGED FOOD IN NORWAY

KEY DATA FINDINGS

2021 DEVELOPMENTS

Steady growth seen in FF packaged food with COVID-19 continuing to inform the market movements

New product development helps drive demand for FF milk and FF flavoured milk drinks

Contrasting fortunes within FF confectionery in 2021

PROSPECTS AND OPPORTUNITIES

Easing of COVID-19 restrictions set to impact FF packaged food in different ways

Increased health focus set to remain the key driver of sales

E-commerce looking to gain a stronger foothold in FF packaged food as consumers embrace online shopping

CATEGORY DATA

Table 1 Sales of Fortified/Functional Packaged Food by Category: Value 2016-2021

Table 2 Sales of Fortified/Functional Packaged Food by Category: % Value Growth 2016-2021

Table 3 Key Functional Ingredients in Fortified/Functional Breakfast Cereals: % Value 2016-2021

Table 4 Key Functional Ingredients in Fortified/Functional Bread: % Value 2016-2021

Table 5 Key Functional Ingredients in Fortified/Functional Sugar Confectionery: % Value 2016-2021

Table 6 Key Functional Ingredients in Fortified/Functional Milk: % Value 2016-2021

Table 7 Sales of Fortified/Functional Yoghurt by Standard Fat vs Reduced Fat: % Value 2016-2021

Table 8 NBO Company Shares of Fortified/Functional Packaged Food: % Value 2017-2021

Table 9 LBN Brand Shares of Fortified/Functional Packaged Food: % Value 2018-2021

Table 10 LBN Brand Shares of Fortified/Functional Bread: % Value 2018-2021

Table 11 Distribution of Fortified/Functional Packaged Food by Format: % Value 2016-2021

Table 12 Forecast Sales of Fortified/Functional Packaged Food by Category: Value 2021-2026

Table 13 Forecast Sales of Fortified/Functional Packaged Food by Category: % Value Growth 2021-2026

HEALTH AND WELLNESS IN NORWAY

EXECUTIVE SUMMARY

Health and wellness in 2021: The big picture

Importance of healthy living remains key trend

Ringnes, Tine and Coca-Cola remain the leaders in HW packaged food and beverages

Retailing developments

What next for health and wellness?

MARKET DATA

Table 14 Sales of Health and Wellness by Type: Value 2016-2021

Table 15 Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 16 Sales of Health and Wellness by Category: Value 2016-2021

Table 17 Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 18 Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 19 Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021

Table 20 NBO Company Shares of Health and Wellness: % Value 2017-2021

Table 21 LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 22 Distribution of Health and Wellness by Format: % Value 2016-2021

Table 23 Distribution of Health and Wellness by Format and Category: % Value 2021

Table 24 Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 25 Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 26 Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 27 Forecast Sales of Health and Wellness by Category: % Value Growth 2021-2026

Table 28 Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 29 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth 2021-2026

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SOURCES

Summary 1 Research Sources

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