

# Meal Replacement Products in Norway

<https://marketpublishers.com/r/MD0E525EA79EN.html>

Date: December 2009

Pages: 70

Price: US\$ 990.00 (Single User License)

ID: MD0E525EA79EN

## Abstracts

The Norwegian obsession with weight loss contributed to the higher current value growth for meal replacement slimming products, which is expected to rise by 14% to reach NOK124 million in 2009. Consumers are increasingly interested in finding quick and easy solutions for losing weight, especially right after the Christmas holidays and before the start of the summer.

Euromonitor International's Meal replacement 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 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:** Convalescence products, Meal replacement slimming products

**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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