

Meal Replacement Products in Norway

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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.

Contents

Executive Summary

Strong Focus on Health

Relatively Unscathed by Financial Crisis

Tine Ba Leading Supplier of Packaged Foods

Chilled Foods and Fresh Baked Goods in Supermarkets

Increasing Concerns Regarding Price, Quality and Health

Key Trends and Developments

Ethnic Food - Halal for Muslims

Impact of Financial Crisis on Food Consumption

Local Products More Visible in Norwegian Food Landscape

Changes in Eating Habits of Norwegian Consumers

Differences in Food Prices for 2008/2009

Market Data

Table 1 Sales of Packaged Food by Sector: Volume 2004-2009

Table 2 Sales of Packaged Food by Sector: Value 2004-2009

Table 3 Sales of Packaged Food by Sector: % Volume Growth 2004-2009

Table 4 Sales of Packaged Food by Sector: % Value Growth 2004-2009

Table 5 GBO Shares of Packaged Food 2004-2008

Table 6 NBO Shares of Packaged Food 2004-2008

Table 7 Brand Shares of Packaged Food 2005-2008

Table 8 Penetration of Private Label by Sector 2004-2008

Table 9 Sales of Packaged Food by Distribution Format: % Analysis 2004-2009

Table 10 Sales of Packaged Food by Sector and Distribution Format: % Analysis 2009

Table 11 Forecast Sales of Packaged Food by Sector: Volume 2009-2014

Table 12 Forecast Sales of Packaged Food by Sector: Value 2009-2014

Table 13 Forecast Sales of Packaged Food by Sector: % Volume Growth 2009-2014

Table 14 Forecast Sales of Packaged Food by Sector: % Value Growth 2009-2014

Foodservice - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Sector Data

Table 15 Foodservice Sales of Packaged Food by Sector: Volume 2004-2009

Table 16 Foodservice Sales of Packaged Food by Sector: % Volume Growth 2004-2009

Table 17 Forecast Foodservice Sales of Packaged Food by Sector: Volume

2009-2014

Table 18 Forecast Foodservice Sales of Packaged Food by Sector: % Volume Growth
2009-2014

Impulse and Indulgence Products - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Sector Data

Table 19 Sales of Impulse and Indulgence Products by Sector: Volume 2004-2009

Table 20 Sales of Impulse and Indulgence Products by Sector: Value 2004-2009

Table 21 Sales of Impulse and Indulgence Products by Sector: % Volume Growth
2004-2009

Table 22 Sales of Impulse and Indulgence Products by Sector: % Value Growth
2004-2009

Table 23 Company Shares of Impulse and Indulgence Products 2004-2008

Table 24 Brand Shares of Impulse and Indulgence Products 2005-2008

Table 25 Forecast Sales of Impulse and Indulgence Products by Sector: Volume
2009-2014

Table 26 Forecast Sales of Impulse and Indulgence Products by Sector: Value
2009-2014

Table 27 Forecast Sales of Impulse and Indulgence Products by Sector: % Volume
Growth 2009-2014

Table 28 Forecast Sales of Impulse and Indulgence Products by Sector: % Value
Growth 2009-2014

Nutrition/staples - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Sector Data

Table 29 Sales of Nutrition/Staples by Sector: Volume 2004-2009

Table 30 Sales of Nutrition/Staples by Sector: Value 2004-2009

Table 31 Sales of Nutrition/Staples by Sector: % Volume Growth 2004-2009

Table 32 Sales of Nutrition/Staples by Sector: % Value Growth 2004-2009

Table 33 Company Shares of Nutrition/Staples 2004-2008

Table 34 Brand Shares of Nutrition/Staples 2005-2008

Table 35 Forecast Sales of Nutrition/Staples by Sector: Volume 2009-2014

Table 36 Forecast Sales of Nutrition/Staples by Sector: Value 2009-2014

Table 37 Forecast Sales of Nutrition/Staples by Sector: % Volume Growth 2009-2014

Table 38 Forecast Sales of Nutrition/Staples by Sector: % Value Growth 2009-2014

Meal Solutions - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Sector Data

Table 39 Sales of Meal Solutions by Sector: Volume 2004-2009

Table 40 Sales of Meal Solutions by Sector: Value 2004-2009

Table 41 Sales of Meal Solutions by Sector: % Volume Growth 2004-2009

Table 42 Sales of Meal Solutions by Sector: % Value Growth 2004-2009

Table 43 Company Shares of Meal Solutions 2004-2008

Table 44 Brand Shares of Meal Solutions 2005-2008

Table 45 Forecast Sales of Meal Solutions by Sector: Volume 2009-2014

Table 46 Forecast Sales of Meal Solutions by Sector: Value 2009-2014

Table 47 Forecast Sales of Meal Solutions by Sector: % Volume Growth 2009-2014

Table 48 Forecast Sales of Meal Solutions by Sector: % Value Growth 2009-2014

Definitions

Summary 1 Research Sources

Baxt As

Strategic Direction

Key Facts

Summary 2 Baxt AS: Key Facts

Summary 3 Baxt AS: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 4 Baxt AS: Competitive Position 2008

Brynild Gruppen As

Strategic Direction

Key Facts

Summary 5 Brynild Gruppen AS: Key Facts

Summary 6 Brynild Gruppen AS: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 7 Brynild Group AS: Competitive Position 2008

Charlottes Iskrem A/S

Strategic Direction**Key Facts**

Summary 8 Charlottes Iskrem A/S: Key Facts

Summary 9 Charlottes Iskrem A/S: Operational Indicators

Company Background**Production**

Summary 10 Charlottes Iskrem A/S: Production Statistics 2008

Competitive Positioning**Haugen-gruppen As****Strategic Direction****Key Facts**

Summary 11 Haugen-Gruppen AS: Key Facts

Summary 12 Haugen-Gruppen AS: Operational Indicators

Company Background**Production****Competitive Positioning**

Summary 13 Haugen-Gruppen AS: Competitive Position 2008

Lerum Fabrikker As**Strategic Direction****Key Facts**

Summary 14 Lerum Fabrikker AS: Key Facts

Summary 15 Lerum Fabrikker AS: Operational Indicators

Company Background**Production**

Summary 16 Lerum Fabrikker AS: Production Statistics 2008

Competitive Positioning

Summary 17 Lerum Fabrikker AS: Competitive Position 2008

Nortura Ba**Strategic Direction****Key Facts**

Summary 18 Nortura BA: Key Facts

Summary 19 Nortura BA: Operational Indicators

Company Background**Production**

Summary 20 Nortura: Production Statistics 2008

Competitive Positioning

Summary 21 Nortura BA: Competitive Position 2008

Q-meieriene As**Strategic Direction**

Key Facts

Summary 22 Q-Meieriene AS: Key Facts

Summary 23 Q-Meieriene AS: Operational Indicators

Company Background

Production

Summary 24 Q-Meieriene AS: Production Statistics 2008

Competitive Positioning

Summary 25 Q-Meieriene AS: Competitive Position 2008

Santa Maria Norge As

Strategic Direction

Key Facts

Summary 26 Santa Maria Norge AS: Key Facts

Summary 27 Santa Maria Norge AS: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 28 Santa Maria AS: Competitive Position 2008

Synnøve Finden As

Strategic Direction

Key Facts

Summary 29 Synnøve Finden AS : Key Facts

Summary 30 Synnøve Finden AS: Operational Indicators

Company Background

Production

Summary 31 Synnøve Finden AS: Production Statistics 2008

Competitive Positioning

Summary 32 Synnøve Finden AS Competitive Position 2008

Tine Ba

Strategic Direction

Key Facts

Summary 33 Tine BA: Key Facts

Summary 34 Tine BA: Operational Indicators

Company Background

Production

Summary 35 Tine BA: Production Statistics 2008

Competitive Positioning

Summary 36 Tine BA: Competitive Position 2008

Headlines

Trends

Competitive Landscape

Prospects

Sector Data

Table 49 Sales of Meal Replacement Products by Subsector: Volume 2004-2009

Table 50 Sales of Meal Replacement Products by Subsector: Value 2004-2009

Table 51 Sales of Meal Replacement Products by Subsector: % Volume Growth 2004-2009

Table 52 Meal Replacement Slimming Products by Type: % Value Breakdown 2004-2009

Table 53 Meal Replacement Products Company Shares 2004-2008

Table 54 Meal Replacement Products Brand Shares 2005-2008

Table 55 Sales of Meal Replacement Products by Distribution Format: % Analysis 2004-2009

Table 56 Forecast Sales of Meal Replacement Products by Subsector: Volume 2009-2014

Table 57 Forecast Sales of Meal Replacement Products by Subsector: Value 2009-2014

Table 58 Forecast Sales of Meal Replacement Products by Subsector: % Volume Growth 2009-2014

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