

# Processed Meat and Seafood in Norway

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## Abstracts

Processed meat and seafood will see increased retail current value growth in 2020, benefitting from the home seclusion and reduced cross-border trade. Lockdown, social distancing, increased work-from-home and school closures led to higher food consumption at home and therefore higher retail volume sales of processed meat and seafood. Also, as borders to Sweden were closed or had restrictions during large parts of the year, this benefitted sales in the domestic market. All categories within proce...

Euromonitor International's Processed Meat and Seafood 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 2015-2019, 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 2024 illustrate how the market is set to change.

**Product coverage:** Meat Substitutes, Processed Meat, Processed Seafood.

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

### Why buy this report?

Get a detailed picture of the Processed Meat and Seafood 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.

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Greater home consumption and reduced cross-border trade benefit processed meat and seafood retail sales

Meat substitutes boom, appealing to consumers adapting their diets for health and wellness reasons

Processed seafood benefits as manufacturers adapt to attract younger consumers

#### RECOVERY AND OPPORTUNITIES

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