

# Baby Food in Norway

August 2024

**Table of Contents** 

## Baby Food in Norway - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Consumers lean towards natural ingredients

"Other" baby food and milk formula benefit from on-the-go lifestyles and better birth rates respectively

Nestlé Norge dominates while private label develops premium and health-orientated aspects

## PROSPECTS AND OPPORTUNITIES

A stagnant birth rate and unit price increases to hamper retail volume sales

Innovation on the way in baby food

Sustainability and eco-friendly packaging

#### **CATEGORY DATA**

Table 1 - Sales of Baby Food by Category: Volume 2019-2024

Table 2 - Sales of Baby Food by Category: Value 2019-2024

Table 3 - Sales of Baby Food by Category: % Volume Growth 2019-2024

Table 4 - Sales of Baby Food by Category: % Value Growth 2019-2024

Table 5 - Sales of Growing-Up Milk Formula by Age: % Value 2019-2024

Table 6 - NBO Company Shares of Baby Food: % Value 2020-2024

Table 7 - LBN Brand Shares of Baby Food: % Value 2021-2024

Table 8 - Distribution of Baby Food by Format: % Value 2019-2024

Table 9 - Forecast Sales of Baby Food by Category: Volume 2024-2029

Table 10 - Forecast Sales of Baby Food by Category: Value 2024-2029

Table 11 - Forecast Sales of Baby Food by Category: % Volume Growth 2024-2029

Table 12 - Forecast Sales of Baby Food by Category: % Value Growth 2024-2029

# Dairy Products and Alternatives in Norway - Industry Overview

# **EXECUTIVE SUMMARY**

Dairy products and alternatives in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for dairy products and alternatives?

#### MARKET DATA

Table 13 - Sales of Dairy Products and Alternatives by Category: Value 2019-2024

Table 14 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024

Table 15 - NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024

Table 16 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024

Table 17 - Penetration of Private Label by Category: % Value 2019-2024

Table 18 - Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024

Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029

Table 20 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

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#### SOURCES

Summary 1 - Research Sources

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