

Baked Goods in Norway

November 2023

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Baked Goods in Norway - Category analysis

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2023 DEVELOPMENTS

High fibre baked goods attracting the attention of health conscious consumers
Old El Paso launches low-calorie tortillas as consumers look for healthier options
Cakes see stable demand while marketing comes under closer scrutiny

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Artisanal and private label baked goods expected to play a key role in driving sales
E-commerce could take a bigger slice in baked goods as consumers focus on convenience

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