



Euromonitor
International

Sweet Biscuits, Snack Bars and Fruit Snacks in Norway

July 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Snack bars drive growth as health and convenience boost sales in 2025
Orkla retains the leadership while protein/energy bars become increasingly competitive
Supermarkets lead distribution as protein/energy bars widen channel reach in Norway

PROSPECTS AND OPPORTUNITIES

Rising interest in functional snacking will drive demand for snacks in Norway
Digital engagement and flavour innovation are set to drive sales of protein/energy bars
Nutritional expectations are set to rise for snack bars, as sweet biscuits will remain occasional treats

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Snacks in Norway - Industry Overview

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