



Euromonitor
International

Health and Wellness in Norway

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EXECUTIVE SUMMARY

Norwegian consumers favour natural, local and fortified/functional products in 2024

INDUSTRY PERFORMANCE

Natural claims and local products influence health perceptions across categories
Fortified/functional claims and low or no sugar shape everyday health choices

WHAT'S NEXT

Natural, low sugar and digestive health is set to support innovation across the forecast period

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HW Hot Drinks in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

Natural and no caffeine trends shape hot drinks in Norway in 2024

INDUSTRY PERFORMANCE

Health claims and premiumisation drove trends in hot drinks during 2024
The natural claim drives sales as consumers seek healthier, less-processed options
The no caffeine claim aligns with consumer demands and wellness trends

WHAT'S NEXT

Health-driven innovation will continue to shape hot drinks as consumers prioritise wellness, natural ingredients and lower sugar
The natural positioning will support growth, but innovation is essential to engage younger consumers
Health and lifestyle trends are set to fuel growth of the no caffeine claim in Norway

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HW Soft Drinks in Norway

KEY DATA FINDINGS

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Sugar reduction, functional formulations, and new product variants shape 2024

INDUSTRY PERFORMANCE

No sugar, high protein and fortified benefits shape soft drink innovation in 2024
No sugar innovation drives sales of soft drinks during rising health consciousness
The energy boosting claim drives sales as energy drinks rise in popularity

WHAT'S NEXT

Growth is set to be driven by health claims and functional innovation

The no sugar positioning is set to remain a key sales driver of soft drinks in Norway

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[HW Snacks in Norway](#)

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2024 DEVELOPMENTS

Gluten free, vegan, and no sugar products perform well in 2024

INDUSTRY PERFORMANCE

Health focused innovation and plant-based indulgence shape snacks in Norway

The gluten free claim continues to appeals to consumers living wellness-focused lifestyles

Natural positioning and craftsmanship shape savoury snacks in 2024

WHAT'S NEXT

Health, plant-based innovation and organic trends are set to influence the forecast period

Gluten free is set to expand as consumer seek products that support healthy digestion

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[HW Dairy Products and Alternatives in Norway](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising demand for natural, high protein, and health-focused dairy products and alternatives

INDUSTRY PERFORMANCE

Shifting consumer preferences drive growth in natural and health-focused dairy product and alternatives
Health and natural trends lead to a resurgence for full fat dairy products in Norway
The high protein claim is supported by fitness-focused consumers as health and convenience drive sales

WHAT'S NEXT

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[HW Cooking Ingredients and Meals in Norway](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Natural, high protein, and plant-based trends drive Norway's cooking ingredients and meals

INDUSTRY PERFORMANCE

Natural, low sugar and locally sourced products shape cooking ingredients and meals
Gluten free remains a secondary attribute in Norway's cooking ingredients and meals
The high protein claim benefits from increasing awareness of fitness, nutrition and energy

WHAT'S NEXT

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HW Staple Foods in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

High fibre, gluten free and local sourcing drive staple food trends in Norway

INDUSTRY PERFORMANCE

Evolving health and lifestyle trends impact innovation in staple foods

Gluten free products continue to hold a prominent role in staple foods in Norway

Baked goods lead high fibre sales in 2024, driven by digestive health and functional benefits

WHAT'S NEXT

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