



Health and Wellness in Norway

January 2026

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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

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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

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Health-driven innovation will continue to shape hot drinks as consumers prioritise wellness, natural ingredients and lower sugar

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