

# Consumer Health in Norway

September 2025

**Table of Contents** 

## Consumer Health in Norway

#### **EXECUTIVE SUMMARY**

Consumer Health in 2025: The big picture

Key trends in 2025

Competitive landscape

Channel developments

What next for Consumer Health?

#### MARKET INDICATORS

Table 1 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025

Table 2 - Life Expectancy at Birth 2020-2025

#### MARKET DATA

Table 3 - Sales of Consumer Health by Category: Value 2020-2025

Table 4 - Sales of Consumer Health by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Consumer Health: % Value 2021-2025

Table 6 - LBN Brand Shares of Consumer Health: % Value 2022-2025

Table 7 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025

Table 8 - Distribution of Consumer Health by Format: % Value 2020-2025

Table 9 - Distribution of Consumer Health by Format and Category: % Value 2025

Table 10 - Forecast Sales of Consumer Health by Category: Value 2025-2030

Table 11 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

#### **APPENDIX**

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

## DISCLAIMER

## **DEFINITIONS**

#### **SOURCES**

Summary 1 - Research Sources

# Analgesics in Norway

#### **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Paracetamol and ibuprofen remain core to sales of analgesics in Norway

Karo Pharma maintains its lead while Haleon Norway gains ground in 2025

Pharmacies lead distribution while retail e-commerce gains momentum

## PROSPECTS AND OPPORTUNITIES

Demographic shifts and active lifestyles are set to drive steady growth in analgesics Minimal digital disruption is expected, however, retail e-commerce will continue to grow

Health and wellness trends are set to sustain modest but steady demand

#### **CATEGORY DATA**

Table 12 - Sales of Analgesics by Category: Value 2020-2025

Table 13 - Sales of Analgesics by Category: % Value Growth 2020-2025

Table 14 - NBO Company Shares of Analgesics: % Value 2021-2025

Table 15 - LBN Brand Shares of Analgesics: % Value 2022-2025

Table 16 - Forecast Sales of Analgesics by Category: Value 2025-2030

Table 17 - Forecast Sales of Analgesics by Category: % Value Growth 2025-2030

## Sleep Aids in Norway

#### **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Melatonin normalisation sustains sleep aid sales in Norway

Sana Pharma Medical AS retains its lead while private label players expand

Pharmacies retains its dominance in sleep aids, but retail e-commerce gains ground

## PROSPECTS AND OPPORTUNITIES

Sleep aids is set for steady growth, however, non-product solutions will remain a challenge Digital tools are set to influence sleep aid usage, while product innovation remains minimal Preventive wellness is expected to support the use of sleep aids across the forecast period

#### CATEGORY DATA

Table 18 - Sales of Sleep Aids: Value 2020-2025

Table 19 - Sales of Sleep Aids: % Value Growth 2020-2025

Table 20 - NBO Company Shares of Sleep Aids: % Value 2021-2025

Table 21 - LBN Brand Shares of Sleep Aids: % Value 2022-2025

Table 22 - Forecast Sales of Sleep Aids: Value 2025-2030

Table 23 - Forecast Sales of Sleep Aids: % Value Growth 2025-2030

## Cough, Cold and Allergy (Hay Fever) Remedies in Norway

#### **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Climate change and lifestyle habits drive growth in cough, cold, and allergy (hay fever) remedies

Brand loyalty and limited innovation define cough, cold, and allergy (hay fever) remedies competitive landscape

Price-sensitivity drives channel shifts as retail e-commerce gains ground

## PROSPECTS AND OPPORTUNITIES

Steady value growth is expected to be driven by the ageing population, extended allergy seasons and outdoor activities Modest innovation and digital convenience is set to shape future growth

Health policies and consumer priorities will influence cough, cold, and allergy (hay fever) remedies

## **CATEGORY DATA**

Table 24 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2020-2025

Table 25 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2020-2025

Table 26 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2021-2025

Table 27 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2022-2025

Table 28 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2025-2030

Table 29 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2025-2030

## Dermatologicals in Norway

# KEY DATA FINDINGS

## 2025 DEVELOPMENTS

Dermatologicals in Norway maintain stable growth, driven by essential use and consumer trust Perrigo Norge AS leads dermatologicals amid strong brand consolidation Pharmacies retain the lead in distribution, however, retail e-commerce gains ground

#### PROSPECTS AND OPPORTUNITIES

The cold climate and ageing population is expected to sustain demand in dermatological Innovation and digital convenience is set to impact dermatologicals across the forecast period Self-care culture and outdoor lifestyles are set to sustain demand for dermatologicals

#### **CATEGORY DATA**

- Table 30 Sales of Dermatologicals by Category: Value 2020-2025
- Table 31 Sales of Dermatologicals by Category: % Value Growth 2020-2025
- Table 32 NBO Company Shares of Dermatologicals: % Value 2021-2025
- Table 33 LBN Brand Shares of Dermatologicals: % Value 2022-2025
- Table 34 LBN Brand Shares of Hair Loss Treatments: % Value 2022-2025
- Table 35 Forecast Sales of Dermatologicals by Category: Value 2025-2030
- Table 36 Forecast Sales of Dermatologicals by Category: % Value Growth 2025-2030

## Digestive Remedies in Norway

#### **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Preventive health habits and lifestyle shifts lead to slower growth in digestive remedies Conaxess Trade Norway AS strengthens its lead in a consolidated digestive remedies market Pharmacies lead distrubution while retail e-commerce gains ground

## PROSPECTS AND OPPORTUNITIES

Stable growth is set to be driven by ageing demographics and preventive health shifts Functional innovation and retail e-commerce is set to support forecast growth Preventive health and wellness trends will continue to influence digestive remedies

## **CATEGORY DATA**

- Table 37 Sales of Digestive Remedies by Category: Value 2020-2025
- Table 38 Sales of Digestive Remedies by Category: % Value Growth 2020-2025
- Table 39 NBO Company Shares of Digestive Remedies: % Value 2021-2025
- Table 40 LBN Brand Shares of Digestive Remedies: % Value 2022-2025
- Table 41 Forecast Sales of Digestive Remedies by Category: Value 2025-2030
- Table 42 Forecast Sales of Digestive Remedies by Category: % Value Growth 2025-2030

# Eye Care in Norway

## **KEY DATA FINDINGS**

## 2025 DEVELOPMENTS

Screen exposure and allergy cycles drive steady growth in eye care

SantenPharma AB leads, offering trusted brands in the stable, yet competitive, eye care market

Pharmacies maintain the lead in distrubution amidst rising e-commerce adoption in Norway

#### PROSPECTS AND OPPORTUNITIES

Steady growth is expected to be driven by the ageing population and rising digital strain Incremental advances and digital tools are set to impact eye care over the forecast period Emerging trends in formulation and function amidst limited packaging innovation

#### **CATEGORY DATA**

Table 43 - Sales of Eye Care by Category: Value 2020-2025

Table 44 - Sales of Eye Care by Category: % Value Growth 2020-2025

Table 45 - NBO Company Shares of Eye Care: % Value 2021-2025

Table 46 - LBN Brand Shares of Eye Care: % Value 2022-2025

Table 47 - Forecast Sales of Eye Care by Category: Value 2025-2030

Table 48 - Forecast Sales of Eye Care by Category: % Value Growth 2025-2030

## NRT Smoking Cessation Aids in Norway

#### **KEY DATA FINDINGS**

## 2025 DEVELOPMENTS

NRT smoking cessation aids faces slower growth as the smoking rate falls and snus gains ground Brand loyalty and regulatory barriers sustain a duopoly in NRT smoking cessation aids Retail e-commerce gains ground while pharmacies remain dominant

#### PROSPECTS AND OPPORTUNITIES

NRT smoking cessation aids is set to maintain modest growth as smoking rates decline and younger users seek alternatives
Digital tools support cessation journeys however product innovation is expected to remain minimal
Strict regulation is expected to limit the evolution of NRT smoking cessation aids

#### **CATEGORY INDICATORS**

Table 49 - Number of Smokers by Gender 2020-2025

## **CATEGORY DATA**

Table 50 - Sales of NRT Smoking Cessation Aids by Category: Value 2020-2025

Table 51 - Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2020-2025

Table 52 - NBO Company Shares of NRT Smoking Cessation Aids: % Value 2021-2025

Table 53 - LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2022-2025

Table 54 - Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2025-2030

Table 55 - Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2025-2030

## Wound Care in Norway

## KEY DATA FINDINGS

## 2025 DEVELOPMENTS

Rising demand for wound care is driven by outdoor lifestyles and an ageing population Norgesplaster AS increases its share to become the most dynamic player in 2025 Pharmacies continue to lead sales while retail e-commerce gains ground

## PROSPECTS AND OPPORTUNITIES

Steady growth expected as quality gains ground within wound care

Advancements in wound care will remain product-focused as digital integration lags

Sustainability will remains secondary, but wellness-driven preferences are set to gain ground

#### **CATEGORY DATA**

Table 56 - Sales of Wound Care by Category: Value 2020-2025

Table 57 - Sales of Wound Care by Category: % Value Growth 2020-2025

Table 58 - NBO Company Shares of Wound Care: % Value 2021-2025

Table 59 - LBN Brand Shares of Wound Care: % Value 2022-2025

Table 60 - Forecast Sales of Wound Care by Category: Value 2025-2030

Table 61 - Forecast Sales of Wound Care by Category: % Value Growth 2025-2030

## Sports Nutrition in Norway

# KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Strong growth is driven by lifestyle trends and broadening appeal

Bonaventura Sales AS retains the lead while Orkla Health AS improves its share

Retail e-commerce drives growth while a multichannel presence supports broad accessibility

#### PROSPECTS AND OPPORTUNITIES

Strong growth expected as sports nutrition becomes further embedded in lifestyle trends

Digital innovation and product development is expected to strengthen consumer engagement

Regulatory stability and wellness alignment supports category confidence

## **CATEGORY DATA**

Table 62 - Sales of Sports Nutrition by Category: Value 2020-2025

Table 63 - Sales of Sports Nutrition by Category: % Value Growth 2020-2025

Table 64 - NBO Company Shares of Sports Nutrition: % Value 2021-2025

Table 65 - LBN Brand Shares of Sports Nutrition: % Value 2022-2025

Table 66 - Forecast Sales of Sports Nutrition by Category: Value 2025-2030

Table 67 - Forecast Sales of Sports Nutrition by Category: % Value Growth 2025-2030

## Dietary Supplements in Norway

#### **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Drivers of growth include preventative health habits and the ageing population Orkla Health AS maintains its lead, being the most dynamic player in 2025 Growth for pharmacies while retail e-commerce leads distribution

## PROSPECTS AND OPPORTUNITIES

The ageing population, health trends and premiumisation are set to drive value growth Innovation is expected to focus on subscription models, personalisation, and packaging Sustainability trends are set to further emerge across the forecast period

#### **CATEGORY DATA**

Table 68 - Sales of Dietary Supplements by Category: Value 2020-2025

Table 69 - Sales of Dietary Supplements by Category: % Value Growth 2020-2025

Table 70 - Sales of Dietary Supplements by Positioning: % Value 2020-2025

Table 71 - NBO Company Shares of Dietary Supplements: % Value 2021-2025

Table 72 - LBN Brand Shares of Dietary Supplements: % Value 2022-2025

Table 73 - Forecast Sales of Dietary Supplements by Category: Value 2025-2030

Table 74 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2025-2030

# Vitamins in Norway

## **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Vitamin sales in Norway continue to rise, driven by seasonal needs and strong availability Orifarm Healthcare AS leads while private label goods gain ground Retail e-commerce is the leading distribution channel, offering a wide range of options

## PROSPECTS AND OPPORTUNITIES

Health habits and demographics support are set to boost long-term growth

The rise of retail e-commerce and subscription models are expected to drive sales

Regulatory stability and shifting perceptions are expected to shape the future of vitamins

#### CATEGORY DATA

- Table 75 Sales of Vitamins by Category: Value 2020-2025
- Table 76 Sales of Vitamins by Category: % Value Growth 2020-2025
- Table 77 Sales of Multivitamins by Positioning: % Value 2020-2025
- Table 78 NBO Company Shares of Vitamins: % Value 2021-2025
- Table 79 LBN Brand Shares of Vitamins: % Value 2022-2025
- Table 80 Forecast Sales of Vitamins by Category: Value 2025-2030
- Table 81 Forecast Sales of Vitamins by Category: % Value Growth 2025-2030

## Weight Management and Wellbeing in Norway

#### **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Weight management and wellbeing struggles in favour of sustainable lifestyle choices

Nutricia Norway AS retains its lead while Fresenius Kabi Norge AS record dynamic growth

Pharmacies lead sales as direct selling continues to decline in 2025

#### PROSPECTS AND OPPORTUNITIES

Declining relevance and a shift to adjacent categories is set to challenge growth Innovation in weight management is set to remains limited as adjacent categories advance Regulatory pressures and wellness culture are set to impact weight management

#### **CATEGORY DATA**

- Table 82 Sales of Weight Management and Wellbeing by Category: Value 2020-2025
- Table 83 Sales of Weight Management and Wellbeing by Category: % Value Growth 2020-2025
- Table 84 NBO Company Shares of Weight Management and Wellbeing: % Value 2021-2025
- Table 85 LBN Brand Shares of Weight Management and Wellbeing: % Value 2022-2025
- Table 86 Forecast Sales of Weight Management and Wellbeing by Category: Value 2025-2030
- Table 87 Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2025-2030

## Herbal/Traditional Products in Norway

## KEY DATA FINDINGS

## 2025 DEVELOPMENTS

Growth continues however consumer scepticism challenges stronger sales Leading companies lose share as smaller, niche brands gain ground in 2025 Distribution remains constrained, with retail e-commerce leading growth

#### PROSPECTS AND OPPORTUNITIES

Value sales are expected to rise, though consumer scepticism will remain a challenge Retail e-commerce is expected to enable the discovery of new product types Credibility and transparency will remain priorities across the forecast period

## **CATEGORY DATA**

- Table 88 Sales of Herbal/Traditional Products by Category: Value 2020-2025
- Table 89 Sales of Herbal/Traditional Products by Category: % Value Growth 2020-2025
- Table 90 NBO Company Shares of Herbal/Traditional Products: % Value 2021-2025
- Table 91 LBN Brand Shares of Herbal/Traditional Products: % Value 2022-2025
- Table 92 Forecast Sales of Herbal/Traditional Products by Category: Value 2025-2030
- Table 93 Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2025-2030

#### Paediatric Consumer Health in Norway

#### **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Slow but steady growth amid a cautious health culture in Norway

Trusted brands lead sales, with Orkla Health AS retain the top spot

Pharmacies retain its lead while retail e-commerce continues to gain ground

#### PROSPECTS AND OPPORTUNITIES

Modest growth will be driven by vitamins and dietary supplements, in addition to parental willingness to invest Retail e-commerce is set to strengthens its role as a key channel for informed parents Regulatory stability will support a focus on quality and innovation

## **CATEGORY DATA**

Table 94 - Sales of Paediatric Consumer Health by Category: Value 2020-2025

Table 95 - Sales of Paediatric Consumer Health by Category: % Value Growth 2020-2025

Table 96 - NBO Company Shares of Paediatric Consumer Health: % Value 2021-2025

Table 97 - LBN Brand Shares of Paediatric Consumer Health: % Value 2022-2025

Table 98 - Forecast Sales of Paediatric Consumer Health by Category: Value 2025-2030

Table 99 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2025-2030

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
  trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
  country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-health-in-norway/report.