



Weight Management and Wellbeing in Norway

September 2025

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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
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Regulatory pressures and wellness culture are set to impact weight management

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