



Euromonitor  
International

# Paediatric Consumer Health in Norway

September 2025

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## 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 strengthen its role as a key channel for informed parents  
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### DISCLAIMER

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