



HW Snacks in Norway

January 2026

Table of Contents

HW Snacks in Norway - Category analysis

KEY DATA FINDINGS

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 appeal 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 consumers seek products that support healthy digestion

Natural claims and whole grains are set to drive growth in snacks across the forecast period

CATEGORY DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2020-2024

Table 4 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2020-2024

Table 5 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2020-2024

Table 6 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2020-2024

Table 7 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2020-2024

Table 8 - Forecast Sales of Snacks by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2024-2029

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Health and Wellness in Norway - Industry Overview

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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