



Euromonitor
International

HW Snacks in Norway

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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 appeals 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 consumer seek products that support healthy digestion
Natural claims and whole grains are set to drive growth in snacks across the forecast period

CATEGORY DATA

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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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