



HW Dairy Products and Alternatives in Norway

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising demand for natural, high protein, and health-focused dairy products and alternatives

INDUSTRY PERFORMANCE

Shifting consumer preferences drive growth in natural and health-focused dairy product and alternatives

Health and natural trends lead to a resurgence for full fat dairy products in Norway

The high protein claim is supported by fitness-focused consumers as health and convenience drive sales

WHAT'S NEXT

There is set to be rising demand for natural, high protein, and health-focused options in Norway

Whole fat dairy will continue to see a renewed interest during ongoing low fat consumption

High protein dairy products will benefit from ongoing innovation that supports sales

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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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