



**Euromonitor  
International**

# HW Cooking Ingredients and Meals in Norway

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Natural, high protein, and plant-based trends drive Norway’s cooking ingredients and meals

INDUSTRY PERFORMANCE

Natural, low sugar and locally sourced products shape cooking ingredients and meals  
Gluten free remains a secondary attribute in Norway’s cooking ingredients and meals  
The high protein claim benefits from increasing awareness of fitness, nutrition and energy

WHAT’S NEXT

Health trends are expected to continue shaping innovation within cooking ingredients and meals  
Steady growth for gluten free will be driven by health-conscious consumers  
Ongoing demand for high protein products is set to be driven by health and lifestyle trends

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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