



Euromonitor
International

HW Staple Foods in Norway

September 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shifting consumer habits in the post-pandemic era shaping the development of staple foods

Natural remains an important health and wellness claim in staple foods

No sugar claims on trend as obesity concerns rise with breakfast cereals a key focus of new product development

PROSPECTS AND OPPORTUNITIES

Plant-based diets and a focus on dietary sensitivities expected to shape demand

High protein and high fibre products set to capitalise on current healthy eating trends

More consumers expected to adopt plant-based diets over the forecast period

MARKET DATA

Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 4 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 5 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 6 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 7 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2023-2028

Health and Wellness in Norway - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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