

Health and Wellness in Norway

December 2023

Table of Contents

Health and Wellness in Norway

EXECUTIVE SUMMARY

Overview

DISCLAIMER

HW Soft Drinks in Norway

KEY DATA FINDINGS

2022 DEVELOPMENTS

No sugar and energy boosting remain by far the most popular options in 2022 Rising concern over obesity epidemic feels demand for no sugar soft drinks Immune support sees growth during the post-pandemic era

PROSPECTS AND OPPORTUNITIES

Rising consumer interest in nutrition set to support sales growth

Energy boosting set to generate growth over the forecast period

Good source of vitamins also slated for growth as consumers demand better nutrition

CATEGORY DATA

- Table 1 Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022
- Table 2 Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2022
- Table 3 Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2022
- Table 4 Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2022
- Table 5 Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2022
- Table 6 Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2022
- Table 7 Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2022-2027
- Table 8 Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2022-2027

HW Snacks in Norway

KEY DATA FINDINGS

2022 DEVELOPMENTS

Resurgence of snacking habits boosts sales across health and wellness snacks 2022 sees no sugar maintain its prominent status within health and wellness snacks High protein boosted due to the influence of the keto trend

PROSPECTS AND OPPORTUNITIES

Vegan and gluten free options to gain ground as more attention paid to intolerances Growth slated for vegan snacks as plant-based diets become more popular Lactose free snacks to benefit from rising concerns over lactose consumption

CATEGORY DATA

- Table 9 Sales of Snacks by Health and Wellness Type: Value 2019-2022
- Table 10 Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2022
- Table 11 Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022
- Table 12 Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2022
- Table 13 Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2022
- Table 14 Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2022
- Table 15 Forecast Sales of Snacks by Health and Wellness Type: Value 2022-2027
- Table 16 Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2022-2027

HW Dairy Products and Alternatives in Norway

KEY DATA FINDINGS

2022 DEVELOPMENTS

Organic and lactose free gain ground as consumers begin to value convenience again Low fat a major category as consumers look to manage their weight better Probiotic growing as interest in boosting immune system function rises

PROSPECTS AND OPPORTUNITIES

Demand for vegan and lactose free products set to rise as organic dairy struggles Vegan dairy products and alternatives very much in line with current consumer trends No sugar expected to grow as the obesity epidemic deepens

CATEGORY DATA

- Table 17 Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2022
- Table 18 Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2022
- Table 19 Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022
- Table 20 Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V
- Table 21 Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-20
- Table 22 Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2
- Table 23 Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022
- Table 24 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2022-2027
- Table 25 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2022-2027

HW Cooking Ingredients and Meals in Norway

KEY DATA FINDINGS

2022 DEVELOPMENTS

Natural, no sugar and low sugar products drive growth as artificial products are shunned Vegetarian a popular option as consumers reduce meat intake for various reasons Weight management booms as concern over the rising obesity rate fuels demand

PROSPECTS AND OPPORTUNITIES

The rise of gluten free and low sugar and shift towards private label set to accelerate Vegan cooking ingredients and meals to remain a highly promising category Good source of minerals slated for growth as the spotlight falls on nutrition

CATEGORY DATA

- Table 26 Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2022
- Table 27 Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2022
- Table 28 Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-
- Table 29 Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022
- Table 30 Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022
- Table 31 Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-

2022

- Table 32 Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022
- Table 33 Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2022-2027
- Table 34 Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2022-2027

HW Staple Foods in Norway

KEY DATA FINDINGS

2022 DEVELOPMENTS

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

2022 sees natural in the lead in health and wellness staple foods

No sugar sees a boost as consumers avoid sweetened products

PROSPECTS AND OPPORTUNITIES

Shift towards plant-based diets and focus on dietary sensitivities to shape demand

High protein slated to grow as the keto diet trend continues to build

Dairy free to rise due to higher sales of plant-based diet spreads

CATEGORY DATA

- Table 35 Sales of Staple Foods by Health and Wellness Type: Value 2019-2022
- Table 36 Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2022
- Table 37 Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2022
- Table 38 Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2022
- Table 39 Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2022
- Table 40 Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2022
- Table 41 Forecast Sales of Staple Foods by Health and Wellness Type: Value 2022-2027
- Table 42 Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2022-2027

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/health-and-wellness-in-norway/report.