

# Weight Management and Wellbeing in Norway

September 2023

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## Weight Management and Wellbeing in Norway - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Long-term sales decline continues as consumers returned to pre-pandemic habits  
E-Commerce gains ground in a relatively fragmented distribution landscape  
Slimming teas is an underdeveloped category that holds huge promise

#### PROSPECTS AND OPPORTUNITIES

Weight management and wellbeing set to remain out-of-step with current diet trends  
The strong position of direct selling to contribute to the category's challenges  
High and rising obesity rate could present opportunities for innovative players

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### DISCLAIMER

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