



HW Cooking Ingredients and Meals in Norway

September 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Health and convenience on the menu as Norwegians adapt to the new post-pandemic world

Vegan and vegetarian products prove popular as consumers look for healthier and more ethical options

Demand for weight management and high protein products booms due to rising concerns over rising obesity rates and general health

PROSPECTS AND OPPORTUNITIES

The rise of gluten free and low sugar options and an accelerated shift towards private label products

Vegan cooking ingredients and meals to remain a highly promising category

Consumers expected to pay more attention to the importance of following a healthy and balanced diet

MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2023

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Table 3 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

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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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