

Health and Wellness in Norway

Market Direction | 2024-09-24 | 60 pages | Euromonitor

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Report description:

The health and wellness industry continues to gain greater significance overall, particularly in the wake of the pandemic, as consumers have become more cognisant of the negative impact of processed food and a range of drinks on their health and wellbeing. The virus disproportionately affected those with underlying health conditions, such as obesity and diabetes, making people more conscious of the need to take care of their health and boost their overall immunity. As a result, people are increa...

Euromonitor International's Health and Wellness in Norway report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2019-2023, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals, HW Dairy Products and Alternatives, HW Hot Drinks, HW Snacks, HW Soft Drinks, HW Staple Foods.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Health and Wellness market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Table of Contents:

Health and Wellness in Norway

Euromonitor International

September 2024

List Of Contents And Tables

HEALTH AND WELLNESS IN NORWAY

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

HW SOFT DRINKS IN NORWAY

KEY DATA FINDINGS

2023 DEVELOPMENTS

No sugar and energy boosting claims remain by far the most popular options in 2023

Rising obesity concerns feeding demand for healthier soft drinks

Immune support soft drinks growing in popularity while kombucha continues to attract health conscious shoppers

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 slated for growth as consumers aim for improved nutrition

MARKET DATA

Table 1 Sales of Soft Drinks by Health and Wellness Type: Value 2019-2023

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

Table 3 Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 4 Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 5 Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 6 Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 7 Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 8 Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2023-2028

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

HW SNACKS IN NORWAY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Return of old snacking habits boosts sales but resurgence of cross border shopping limits growth

No sugar claims maintain a prominent position within health and wellness snacks

High protein snacks thriving as consumers embrace the keto diet

PROSPECTS AND OPPORTUNITIES

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Vegan claims expected to gain ground as consumers look to make healthier and more responsible purchasing decisions
Gluten free snacks and snack bars set to remain important sales drivers but cross-border shopping will remain a barrier to growth
Lactose free snacks to benefit from rising concerns over food intolerances while savoury snacks will focus on offering healthier options

MARKET DATA

Table 10 Sales of Snacks by Health and Wellness Type: Value 2019-2023

Table 11 Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2023

Table 12 Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2023

Table 13 Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 14 Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 15 Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 16 Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 17 Forecast Sales of Snacks by Health and Wellness Type: Value 2023-2028

Table 18 Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2023-2028

HW DAIRY PRODUCTS AND ALTERNATIVES IN NORWAY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Lactose free claims gain ground while consumers begin to value convenience again

Low fat claims remain a key sales driver as obesity concerns rise

Probiotic claims remain popular as consumers remain focused on boosting their immune system and improving their gut health

PROSPECTS AND OPPORTUNITIES

Demand for vegan and lactose free products set to rise as organic dairy struggles

Mixed outlook for lactose free and organic claims

No sugar claims expected to grow as the obesity epidemic deepens

MARKET DATA

Table 19 Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2023

Table 20 Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2023

Table 21 Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 22 Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 23 Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-20

Table 24 Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 25 Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 26 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2023-2028

Table 27 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2023-2028

HW COOKING INGREDIENTS AND MEALS IN NORWAY

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

Table 29 Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2023

Table 30 Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 31 Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 32 Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 33 Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 34 Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 35 Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2023-2028

Table 36 Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2023-2028

HW STAPLE FOODS IN NORWAY

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

Table 38 Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2023

Table 39 Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 40 Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 41 Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 42 Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 43 Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 44 Forecast Sales of Staple Foods by Health and Wellness Type: Value 2023-2028

Table 45 Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2023-2028

Health and Wellness in Norway

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