

## **HW Cooking Ingredients and Meals in Norway**

Market Direction | 2024-09-24 | 18 pages | Euromonitor

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### **Report description:**

Demand for cooking ingredients and meals in Norway was limited in 2023 due to the resumption of the cross-border shopping now that the pandemic is over. This also adversely affected domestic retail sales across several categories of health and wellness cooking ingredients and meals, a trend that was exacerbated by the return to pre-pandemic lifestyles among the local population. More specifically, Norwegian people spent far less time at home during 2023 than during the pandemic, which meant that...

Euromonitor International's HW Cooking Ingredients and Meals 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 by Type, HW Edible Oils, HW Meals and Soups, HW Sauces, Dips and Condiments, HW Sweet Spreads.

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

Why buy this report?

- \* Get a detailed picture of the HW Cooking Ingredients and Meals 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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Euromonitor International  
September 2024

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**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**

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**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**

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