

HW Snacks in Norway

Market Direction | 2024-09-24 | 15 pages | Euromonitor

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Report description:

The return to snacking as a common dietary habit among the Norwegian population during the post-pandemic era supported positive growth across many categories of health and wellness snacks during 2023. With the pandemic over, more local people returned to their active lifestyles and took full advantage of the opportunity to spend far more time outside of the home. This led many people to prioritise convenience as impulse purchases increased substantially, underpinning a shift towards smaller, mor...

Euromonitor International's HW Snacks 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 Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW Sweet Biscuits, Snack Bars and Fruit Snacks.

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 Snacks 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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reliable information resources to help drive informed strategic planning.

Table of Contents:

HW Snacks in Norway
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List Of Contents And Tables

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

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

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

Table 3 Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2023

Table 4 Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2023

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

Table 6 Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 7 Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2023

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

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

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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