



Euromonitor
International

Health and Wellness in Norway

September 2024

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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

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

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PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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