

Herbal/Traditional Products in Norway

October 2024

Table of Contents

Herbal/Traditional Products in Norway - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Herbal/traditional products fails to capitalise on prevailing trends

Medicated confectionery retains key role in herbal/traditional products

Herbal/traditional sleep aids benefits from lack of competition

PROSPECTS AND OPPORTUNITIES

Consumer scepticism to continue to act as an obstacle to category development

Potential to gain consumer trust

E-commerce to provide discretion and convenience, as well as expanding the range of available products

CATEGORY DATA

- Table 1 Sales of Herbal/Traditional Products by Category: Value 2019-2024
- Table 2 Sales of Herbal/Traditional Products by Category: % Value Growth 2019-2024
- Table 3 NBO Company Shares of Herbal/Traditional Products: % Value 2020-2024
- Table 4 LBN Brand Shares of Herbal/Traditional Products: % Value 2021-2024
- Table 5 Forecast Sales of Herbal/Traditional Products by Category: Value 2024-2029
- Table 6 Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2024-2029

Consumer Health in Norway - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024

Table 8 - Life Expectancy at Birth 2019-2024

MARKET DATA

- Table 9 Sales of Consumer Health by Category: Value 2019-2024
- Table 10 Sales of Consumer Health by Category: % Value Growth 2019-2024
- Table 11 NBO Company Shares of Consumer Health: % Value 2020-2024
- Table 12 LBN Brand Shares of Consumer Health: % Value 2021-2024
- Table 13 Penetration of Private Label in Consumer Health by Category: % Value 2019-2024
- Table 14 Distribution of Consumer Health by Format: % Value 2019-2024
- Table 15 Distribution of Consumer Health by Format and Category: % Value 2024
- Table 16 Forecast Sales of Consumer Health by Category: Value 2024-2029
- Table 17 Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

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