

Sports Nutrition in Norway

October 2024

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Sports Nutrition in Norway - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sports nutrition continues dynamic expansion

Protein bars chime with a number of demand trends

New gym goers tend to start with protein powders

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Continued expansion, with social media set to play key role E-commerce plays particularly prominent role in sports nutrition Strong growth, but significant competition

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DISCLAIMER

DEFINITIONS

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