

Dietary Supplements in Norway

October 2024

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Dietary Supplements in Norway - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demographic and lifestyle trends support demand Fish oil/omega fatty acids a staple in Norway Demand despite scepticism

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A range of drivers, though scepticism will continue to act as a constraint Growing demand for more personalised dietary supplements Potential in beauty orientated dietary supplements

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DISCLAIMER

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