



HW Snacks in Norway

December 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Resurgence of snacking habits boosts sales across health and wellness snacks
2022 sees no sugar maintain its prominent status within health and wellness snacks
High protein boosted due to the influence of the keto trend

PROSPECTS AND OPPORTUNITIES

Vegan and gluten free options to gain ground as more attention paid to intolerances
Growth slated for vegan snacks as plant-based diets become more popular
Lactose free snacks to benefit from rising concerns over lactose consumption

CATEGORY DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2022

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Health and Wellness in Norway - Industry Overview

EXECUTIVE SUMMARY

Overview

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