



Euromonitor  
International

# HW Snacks in Norway

September 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Return of old snacking habits boosts sales but resurgence of cross border shopping limits growth

No sugar claims maintain a prominent position within health and wellness snacks

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

Gluten free snacks and snack bars set to remain important sales drivers but cross-border shopping will remain a barrier to growth

Lactose free snacks to benefit from rising concerns over food intolerances while savoury snacks will focus on offering healthier options

#### MARKET DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2023

Table 4 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 5 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2023

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Table 8 - Forecast Sales of Snacks by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2023-2028

## Health and Wellness in Norway - Industry Overview

### EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

### DISCLAIMER

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