



HW Dairy Products and Alternatives in Norway

September 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Lactose free claims gain ground while consumers begin to value convenience again

Low fat claims remain a key sales driver as obesity concerns rise

Probiotic claims remain popular as consumers remain focused on boosting their immune system and improving their gut health

PROSPECTS AND OPPORTUNITIES

Demand for vegan and lactose free products set to rise as organic dairy struggles

Mixed outlook for lactose free and organic claims

No sugar claims expected to grow as the obesity epidemic deepens

MARKET DATA

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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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