



HW Cooking Ingredients and Meals in Norway

December 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Natural, no sugar and low sugar products drive growth as artificial products are shunned

Vegetarian a popular option as consumers reduce meat intake for various reasons

Weight management booms as concern over the rising obesity rate fuels demand

PROSPECTS AND OPPORTUNITIES

The rise of gluten free and low sugar and shift towards private label set to accelerate

Vegan cooking ingredients and meals to remain a highly promising category

Good source of minerals slated for growth as the spotlight falls on nutrition

CATEGORY DATA

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Health and Wellness in Norway - Industry Overview

EXECUTIVE SUMMARY

Overview

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