



**Euromonitor
International**

HW Staple Foods in Norway

September 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Shifting consumer habits in the post-pandemic era shaping the development of staple foods

Natural remains an important health and wellness claim in staple foods

No sugar claims on trend as obesity concerns rise with breakfast cereals a key focus of new product development

PROSPECTS AND OPPORTUNITIES

Plant-based diets and a focus on dietary sensitivities expected to shape demand

High protein and high fibre products set to capitalise on current healthy eating trends

More consumers expected to adopt plant-based diets over the forecast period

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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