



HW Dairy Products and Alternatives in Norway

December 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Organic and lactose free gain ground as consumers begin to value convenience again

Low fat a major category as consumers look to manage their weight better

Probiotic growing as interest in boosting immune system function rises

PROSPECTS AND OPPORTUNITIES

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

Vegan dairy products and alternatives very much in line with current consumer trends

No sugar expected to grow as the obesity epidemic deepens

CATEGORY DATA

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Health and Wellness in Norway - Industry Overview

EXECUTIVE SUMMARY

Overview

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