

# HW Staple Foods in Norway

December 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

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

2022 sees natural in the lead in health and wellness staple foods

No sugar sees a boost as consumers avoid sweetened products

### PROSPECTS AND OPPORTUNITIES

Shift towards plant-based diets and focus on dietary sensitivities to shape demand

High protein slated to grow as the keto diet trend continues to build

Dairy free to rise due to higher sales of plant-based diet spreads

### CATEGORY DATA

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## Health and Wellness in Norway - Industry Overview

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Overview

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