



Dietary Supplements in Norway

September 2025

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Dietary Supplements in Norway - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Drivers of growth include preventative health habits and the ageing population

Orkla Health AS maintains its lead, being the most dynamic player in 2025

Growth for pharmacies while retail e-commerce leads distribution

PROSPECTS AND OPPORTUNITIES

The ageing population, health trends and premiumisation are set to drive value growth

Innovation is expected to focus on subscription models, personalisation, and packaging

Sustainability trends are set to further emerge across the forecast period

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