



Euromonitor
International

HW Staple Foods in Norway

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KEY DATA FINDINGS

2024 DEVELOPMENTS

High fibre, gluten free and local sourcing drive staple food trends in Norway

INDUSTRY PERFORMANCE

Evolving health and lifestyle trends impact innovation in staple foods
Gluten free products continue to hold a prominent role in staple foods in Norway
Baked goods lead high fibre sales in 2024, driven by digestive health and functional benefits

WHAT'S NEXT

Natural, gluten free and whole grain trends are set to drive sales in staple foods
Sales of gluten free staple foods will be driven by health awareness and digestive benefits
The high fibre claim is set to drive sales as consumers shift towards healthier options

CATEGORY DATA

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EXECUTIVE SUMMARY

Norwegian consumers favour natural, local and fortified/functional products in 2024

INDUSTRY PERFORMANCE

Natural claims and local products influence health perceptions across categories
Fortified/functional claims and low or no sugar shape everyday health choices

WHAT'S NEXT

Natural, low sugar and digestive health is set to support innovation across the forecast period

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