



Euromonitor
International

Herbal/Traditional Products in Norway

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth continues however consumer scepticism challenges stronger sales
Leading companies lose share as smaller, niche brands gain ground in 2025
Distribution remains constrained, with retail e-commerce leading growth

PROSPECTS AND OPPORTUNITIES

Value sales are expected to rise, though consumer scepticism will remain a challenge
Retail e-commerce is expected to enable the discovery of new product types
Credibility and transparency will remain priorities across the forecast period

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DISCLAIMER

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