



Euromonitor
International

Sports Nutrition in Norway

September 2025

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Sports Nutrition in Norway - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Strong growth is driven by lifestyle trends and broadening appeal

Bonaventura Sales AS retains the lead while Orkla Health AS improves its share

Retail e-commerce drives growth while a multichannel presence supports broad accessibility

PROSPECTS AND OPPORTUNITIES

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Digital innovation and product development is expected to strengthen consumer engagement

Regulatory stability and wellness alignment supports category confidence

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