



Euromonitor
International

Paediatric Consumer Health in Norway

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Slow but steady growth amid a cautious health culture in Norway
Trusted brands lead sales, with Orkla Health AS retain the top spot
Pharmacies retain its lead while retail e-commerce continues to gain ground

PROSPECTS AND OPPORTUNITIES

Modest growth will be driven by vitamins and dietary supplements, in addition to parental willingness to invest
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