



Euromonitor  
International

# Weight Management and Wellbeing in Norway

September 2025

Table of Contents

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Weight management and wellbeing struggles in favour of sustainable lifestyle choices  
Nutricia Norway AS retains its lead while Fresenius Kabi Norge AS record dynamic growth  
Pharmacies lead sales as direct selling continues to decline in 2025

### PROSPECTS AND OPPORTUNITIES

Declining relevance and a shift to adjacent categories is set to challenge growth  
Innovation in weight management is set to remain limited as adjacent categories advance  
Regulatory pressures and wellness culture are set to impact weight management

### CATEGORY DATA

Table 1 - Sales of Weight Management and Wellbeing by Category: Value 2020-2025  
Table 2 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2020-2025  
Table 3 - NBO Company Shares of Weight Management and Wellbeing: % Value 2021-2025  
Table 4 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2022-2025  
Table 5 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2025-2030  
Table 6 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2025-2030

## Consumer Health in Norway - Industry Overview

### EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture  
Key trends in 2025  
Competitive landscape  
Channel developments  
What next for Consumer Health?

### MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025  
Table 8 - Life Expectancy at Birth 2020-2025

### MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2020-2025  
Table 10 - Sales of Consumer Health by Category: % Value Growth 2020-2025  
Table 11 - NBO Company Shares of Consumer Health: % Value 2021-2025  
Table 12 - LBN Brand Shares of Consumer Health: % Value 2022-2025  
Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025  
Table 14 - Distribution of Consumer Health by Format: % Value 2020-2025  
Table 15 - Distribution of Consumer Health by Format and Category: % Value 2025  
Table 16 - Forecast Sales of Consumer Health by Category: Value 2025-2030  
Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

### APPENDIX

OTC registration and classification  
Vitamins and dietary supplements registration and classification  
Self-medication/self-care and preventive medicine  
Switches

### DISCLAIMER

### DEFINITIONS

## SOURCES

### Summary 1 - Research Sources

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