

# Food Intolerance in Norway

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## Abstracts

Food intolerance current value sales grew strongly throughout the review period. The grocery channel widened its distribution of these products which greatly improved their availability and selection. In Norway, food intolerance products were normally available in special health shops, where consumers could find a wide variety of items, from lactose-free to gluten-free food. However, towards the end of the review period, supermarkets and hypermarkets dedicated a small shelf to food intolerance...

Euromonitor International's Food Intolerance in Norway report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2008-2012, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2017 illustrate how the market is set to change.

**Product coverage:** Diabetic Food, Gluten-free Food, Lactose-free Food, Other HW Special Baby Milk Formula.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Food Intolerance market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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