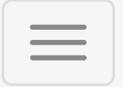


Why are alternative diets such as low carb high fat and Super healthy Family so appealing to Norwegian Food consumer.

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Why are alternative diets such as "low carb high fat" and "Super healthy Family" so appealing to Norwegian Food consumer



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Abstract

Aspiring for health and fitness has become increasingly important for Norwegians. This is expressed in many ways. For instance there has been a significant increase in the proportion who states that they are very interested in having a healthy diet. Furthermore, three out of ten stated that they had tried diets to achieve weight reduction over the past twelve months. One consequence of this trend is a consumption field that requires a multitude of products and services. This includes everything from food and dietary products that help you realize the dream of a sound, slim, strong, smart and sexy body, to books, blogs and TV shows that guide the individual towards making the right food choices. Through media, books and product launches, consumers are continuously exposed to different theories and beliefs about what and how to eat. A typical characteristic of the diets that have gained wide acceptance over the past few years is that they are in conflict with the national guidelines for a healthy diet. Another tendency is that traditional products in the Norwegian diet such as bread, potatoes and dairy products, in particular, have been up for debate. The purpose of this article is to explore why these alternative and rebellious diets have become so appealing to today's food consumer. Data are derived from both quantitative and qualitative materials.

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