



Staple Foods in Norway

November 2025

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Staple Foods in Norway

EXECUTIVE SUMMARY

Rising interest in healthier, more sustainable choices supports positive value growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Convenience, health considerations and cost-consciousness shape staple foods consumption

Local sourcing and the New Nordic ethos fuel interest in traditional and plant-forward staples

Growing focus on sustainable dietary choices reshapes demand patterns

WHAT'S NEXT?

Stable value growth expected as health, sustainability and product variety continue to influence demand

More targeted health and wellness innovation emerges as consumers seek functional benefits

Distribution evolves as e-commerce strengthens and sustainability shapes supply chain strategies

COMPETITIVE LANDSCAPE

Established domestic players maintain leadership through strong sourcing and trusted local brands

Premium organic producers and private label intensify competitive pressure

CHANNELS

Supermarkets retain a dominant role due to broad assortments and strong shopper loyalty

Retail e-commerce accelerates as digital habits persist and assortment breadth expands

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Baked Goods in Norway

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2025 DEVELOPMENTS

Freshness, indulgence and health-centred innovation drive positive category momentum

INDUSTRY PERFORMANCE

Demand rises as consumers balance tradition with healthier and more premium bakery choices

Unpackaged pastries gain traction as consumers seek freshness, craftsmanship and convenience

Rising costs of key ingredients influence assortment choices and fuel interest in local and simpler recipes

WHAT'S NEXT?

Steady growth expected as innovation in health, convenience and sustainability shapes category evolution

Health and wellness trends encourage reformulation and cleaner labels

Technology and sustainability reshape production, distribution and product innovation

COMPETITIVE LANDSCAPE

Market leaders benefit from extensive networks, product breadth and sustained innovation

Traditional specialists gain momentum through premiumisation, heritage and high-quality ingredients

CHANNELS

Supermarkets remain the central distribution hub due to strong availability and broad assortments

Retail e-commerce accelerates as digital shopping habits strengthen and wider assortments become available

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2025 DEVELOPMENTS

Health-conscious choices and value-for-money steer a cautiously recovering category

INDUSTRY PERFORMANCE

Category recovery remains modest as competition from alternative breakfasts and market maturity limit upside

Muesli and granola thrive on Nordic food culture, clean-label positioning and retailer support

Private label and discount retailers consolidate their role as everyday cereal providers

WHAT'S NEXT?

Steady, health-led growth anticipated as regulation, private label and sustainability shape development

Natural ingredients, whole grains and gut health benefits steer product innovation

Regulatory change and sustainability commitments encourage reformulation and responsible sourcing

COMPETITIVE LANDSCAPE

Lantmännen Cerealia strengthens its leadership through Nordic heritage, health positioning and climate programmes

Bonaventura leverages local oats, granola innovation and strong logistics to widen its presence

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Discount retailers gain prominence as value-focused families embrace private label cereals

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Processed Fruit and Vegetables in Norway

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2025 DEVELOPMENTS

Convenience, health and sustainability shape engagement with frozen and shelf-stable produce

INDUSTRY PERFORMANCE

Demand for convenient, nutritious and climate-friendly produce lifts category performance

Frozen processed potatoes lead growth as urban and single-person households prioritise ease and versatility

Rising interest in functional, minimally processed plant-based staples strengthens demand for frozen and ambient vegetables

WHAT'S NEXT?

Convenience, sustainability and functional nutrition will underpin steady category growth

Health and wellness priorities encourage cleaner labels, functional benefits and minimally processed formats

Regulation, food-tech advancements and sustainability commitments support long-term resilience

COMPETITIVE LANDSCAPE

NorgesGruppen maintains leadership through scale, supply chain resilience and private label strength

Dole Bama stands out for agility, supply chain diversification and sustainability commitment

CHANNELS

Discounters drive growth by combining affordability, transparency and expanded frozen ranges

E-commerce expands rapidly as convenience, personalisation and sustainability reshape shopping habits

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Processed Meat, Seafood and Alternatives To Meat in Norway

KEY DATA FINDINGS

2025 DEVELOPMENTS

Shifting protein preferences, sustainability expectations and innovation drive a structurally evolving market

INDUSTRY PERFORMANCE

Category growth supported by health-led choices and innovation in more sustainable protein formats

Chilled and frozen substitutes become the most dynamic segment as sustainable protein technology accelerates

Value-focused behaviour strengthens private label and reinforces demand for affordable processed seafood and meat

WHAT'S NEXT?

Steady growth expected as consumers balance health, sustainability and convenience in future protein choices

Health and wellness priorities accelerate reformulation and cleaner-label innovation across all protein formats

Sustainability, circular economy investments and digitalised production set the direction for technological advancement

COMPETITIVE LANDSCAPE

Nortura strengthens its position through vertically integrated production and sustainability-focused modernisation

Brødr Ringstad stands out through artisanal quality, local sourcing and adaptability to premiumisation trends

CHANNELS

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Rice, Pasta and Noodles in Norway

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2025 DEVELOPMENTS

Convenience, multicultural eating habits and health-focused innovation lift category engagement

INDUSTRY PERFORMANCE

Broader adoption of convenient and diverse meal components supports steady value gains

Plain noodles outperform thanks to versatility, clean eating trends and rising popularity of Asian cuisines

Rising interest in premium and specialty pasta supports diversification across formats and price tiers

WHAT'S NEXT?

Premiumisation, multicultural flavours and convenience-focused innovation to drive future category growth

Health and wellness trends expand opportunities for functional, minimally processed and allergen-friendly formats

Sustainability strategies and technological advancements reshape sourcing, packaging and production

COMPETITIVE LANDSCAPE

Orkla Foods Norge strengthens leadership through wide assortment, health-focused innovation and strong retail partnerships

Oluf Lorentzen stands out for dynamic expansion in ethnic, organic and convenience-led noodle and rice assortments

CHANNELS

Discounters lead distribution by aligning affordability, private label quality and everyday convenience

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