



Euromonitor  
International

# Sugar Confectionery in Norway

August 2026

Table of Contents

## [Sugar Confectionery in Norway - Category analysis](#)

### KEY DATA INSIGHTS

#### 2026 DEVELOPMENTS

Sugar Confectionery Summary

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Sugar Confectionery

### INDUSTRY PERFORMANCE

Real-Time Analytics Turn Viral Moments into Lasting Sales Advantage

Gummies and Jellies Capture Scale as Medicated Confectionery Leads Growth

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

Chart 4 - Value Sales by Category 2026

### WHAT'S NEXT?

Nordic Gummy Brands to Extend Reach as Vegan Credentials Become Standard

Pick-And-Mix Tradition to Secure Emotional Loyalty and Repeat Visits

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

### COMPETITIVE LANDSCAPE

Nidar Leverages Pick-And-Mix Expansion to Reinforce Brand Lead

Chart 7 - Company Shares 2026

Chart 8 - Brand Shares 2026

### CHANNELS

Supermarkets Face Competition From Discounters with Pick-And-Mix Fixtures

Chart 9 - Retail Channels 2021-2026

### PRODUCTS

Orkla Confectionery & Snacks Norge Uses Analytics to Capture Global Gummy Demand

Chart 10 - Brands Leverage Demand Intelligence

### ECONOMIC CONTEXT

Chart 11 - Economic Context for Sugar Confectionery

Chart 12 - Real Gdp Growth 2021-2031

Chart 13 - Inflation 2021-2031

### CONSUMER CONTEXT

Chart 14 - Consumer Context for Sugar Confectionery

Chart 15 - Population 2021-2031

Chart 16 - Population by Generation 2026

### COUNTRY REPORTS DISCLAIMER

[Snacks in Norway - Industry Overview](#)

### EXECUTIVE SUMMARY

2026 Developments

### KEY DATA INSIGHTS

### INDUSTRY PERFORMANCE

Consumer Intelligence and Branded Investment Drive Norwegian Snacks Growth  
Innovation, Health and Cocoa Pressures Define Norway'S Snacking Performances  
Insight-Led Innovation and Ingredient Transparency Drive Premiumisation  
Chart 17 - Insight-Driven Campaigns  
Chart 18 - Value Sales 2021-2031  
Chart 19 - Value Sales by Category 2026

## WHAT'S NEXT?

Retailers to Reshape Innovation as Snacking Rituals Drive Resilience  
Savoury Snacks to Retain Leadership through Loyalty and Innovation  
Chart 20 - Forecast Value Sales 2021-2031  
Chart 21 - Forecast Value Sales by Category 2026-2031

## COMPETITIVE LANDSCAPE

The Top Players Maintain Leadership as Innovation Defines Competition  
Chart 22 - Company Shares 2026  
Chart 23 - Brand Shares 2026

## CHANNELS

Discounters Drive Value as Independent Stores Decline  
Chart 24 - Retail Channels 2021-2026

## ECONOMIC CONTEXT

Chart 25 - Economic Context for Snacks  
Chart 26 - Real Gdp Growth 2021-2031  
Chart 27 - Inflation 2021-2031

## CONSUMER CONTEXT

Chart 28 - Consumer Context for Snacks  
Chart 29 - Population 2021-2031  
Chart 30 - Population by Generation 2026

## COUNTRY REPORTS DISCLAIMER

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sugar-confectionery-in-norway/report](http://www.euromonitor.com/sugar-confectionery-in-norway/report).