



Food Preparation Appliances in Norway

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Cautious spending behaviour puts pressure on sales of food preparation appliances

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Household caution and changing preferences dampen sales

Blenders remains the largest category despite sales decline

Multi-functionality drives market trends and consumer choices

WHAT'S NEXT?

Manufacturers drive innovation with smart technology and design

Blenders set to maintain dominance as other categories show mixed results

Sustainability and design set to drive business opportunities and challenges

COMPETITIVE LANDSCAPE

Bosch and Braun lead with strong brand presence

SharkNinja's focus on innovation and strategic expansion

CHANNELS

Appliances and electronics specialists drive offline sales

Retail e-commerce gains traction with competitive pricing

Sustainability and multifunctionality shaping retail trends

PRODUCTS

Manufacturers innovate through multi-functionality and premium features

Chart 3 - Launch of the New Kenwood kMix Countertop Mixer

Nutribullet drives premiumisation with limited-edition designs

Chart 4 - Limited Edition Launch of Nutribullet X McLaren F1 Team

Convenience and customisation shape product development

Chart 5 - De'Longhi Launches NutriBullet Flip and NutriBullet Portable

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in Norway - Industry Overview

EXECUTIVE SUMMARY

Challenging economic environment continues to put pressure on sales in 2025

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

Chart 7 - Analyst Insight

INDUSTRY PERFORMANCE

Low confidence and economic uncertainty limits sales growth in consumer appliances

Sales of refrigeration appliances driven by high penetration and replacement needs

Sustainability and price sensitivity shape consumer behaviour

WHAT'S NEXT?

Consumer appliances market set for gradual recovery but challenges remain

Demand for refrigeration appliances set to remain stable

Sustainability and intelligent technology to drive innovation

Chart 8 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Established brands maintain lead through trust and innovation

Opportunities arise for new entrants and innovation

CHANNELS

Appliances and electronics specialists drive offline sales

Retail e-commerce gains traction with omnichannel retailing

No new retail brands or concepts expected to emerge in 2026

PRODUCTS

Sustainability drives innovation in appliance design

Chart 9 - Miele Updates its Miele G 5000 Series of Dishwashers

Smart and AI-powered technology enhances appliance functionality

Chart 10 - Samsung Expands its "Screens Everywhere" Concept in Home Laundry Appliances

Multi-functionality and compact design drive consumer preference

Chart 11 - Electrolux Launches the Electrolux Ultimate 80 Wet and Dry Stick Vacuum Cleaner

ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030

Chart 13 - PEST Analysis in Norway 2025

CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in Norway 2025

Chart 15 - Consumer Landscape in Norway 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/food-preparation-appliances-in-norway/report.