



Euromonitor
International

Rice, Pasta and Noodles in Norway

November 2025

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KEY DATA FINDINGS

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
Retail e-commerce expands as consumers seek broader choice, convenience and niche assortments

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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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