



Euromonitor
International

Sweet Spreads in Norway

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumers seeking healthy and innovative products

INDUSTRY PERFORMANCE

Sustainable growth as dietary needs evolve

Nut and seed based spreads benefits from rising consumer health awareness

WHAT'S NEXT?

Innovation, local sourcing, and premiumisation

Embracing natural ingredients and ethical sourcing

Legislative shift: marketing restrictions, sugar tax, and labelling

COMPETITIVE LANDSCAPE

Orkla stays out in front

Honning leverages authenticity and consumer trust

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E-commerce surges

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Strong interest in high-protein, gut-friendly and clean-label ingredients

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Focus on health, convenience and sustainability

Blending tradition with international flavours

WHAT'S NEXT?

Norwegian consumers willing to pay for quality, health and ethical credentials

Ongoing innovation

COMPETITIVE LANDSCAPE

Orkla benefits from broad-based strength
Drytech sees strong growth from freeze-dried ready meals
Significant private label presence

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