



**Euromonitor
International**

Cooking Ingredients and Meals in Norway

November 2025

Table of Contents

Cooking Ingredients and Meals in Norway

EXECUTIVE SUMMARY

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

CHANNELS

Discounters is the leading channel

Expansion of retail e-commerce

Supermarkets remains strong

MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 2 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 3 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 4 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 6 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 7 - Penetration of Private Label by Category: % Value 2020-2025

Table 8 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Edible Oils in Norway

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumers focus on health, sustainability and price

INDUSTRY PERFORMANCE

Edible oils value up amid supply crunch

Rapeseed oil leads growth

WHAT'S NEXT?

Sustainable growth despite price movement

Health-first oils

Tech enabled retail and distribution

COMPETITIVE LANDSCAPE

Affordable and sustainable private label ranges

Competitive pricing supports Rema 1000's expansion

CHANNELS

Supermarkets leads distribution

Retail e-commerce sees strongest growth

CATEGORY DATA

Table 13 - Sales of Edible Oils by Category: Volume 2020-2025

Table 14 - Sales of Edible Oils by Category: Value 2020-2025

Table 15 - Sales of Edible Oils by Category: % Volume Growth 2020-2025

Table 16 - Sales of Edible Oils by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Edible Oils: % Value 2021-2025

Table 18 - LBN Brand Shares of Edible Oils: % Value 2022-2025

Table 19 - Distribution of Edible Oils by Format: % Value 2020-2025

Table 20 - Forecast Sales of Edible Oils by Category: Volume 2025-2030

Table 21 - Forecast Sales of Edible Oils by Category: Value 2025-2030

Table 22 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030

Table 23 - Forecast Sales of Edible Oils by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Meals and Soups in Norway](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Busy consumers demand healthy convenience

INDUSTRY PERFORMANCE

Meals and soups set for steady growth

Prepared salads benefits from prevailing trends

WHAT'S NEXT?

Thriving on wellness, sustainability, and innovation

Health-driven innovation

Smart food systems: how digital tech is proving transformational

COMPETITIVE LANDSCAPE

Orkla leads

Synnøve accelerates

CHANNELS

Discounters is the leading channel

E-commerce surges

CATEGORY DATA

Table 24 - Sales of Meals and Soups by Category: Volume 2020-2025

Table 25 - Sales of Meals and Soups by Category: Value 2020-2025

Table 26 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025

Table 27 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 28 - Sales of Chilled Ready Meals by Ethnicity: % Value 2020-2025

Table 29 - Sales of Frozen Ready Meals by Ethnicity: % Value 2020-2025

Table 30 - Sales of Soup by Leading Flavours: Rankings 2020-2025

Table 31 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 32 - LBN Brand Shares of Meals and Soups: % Value 2022-2025

Table 33 - Distribution of Meals and Soups by Format: % Value 2020-2025

Table 34 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 35 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 36 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 37 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Sauces, Dips and Condiments in Norway

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growing interest in both local ingredients and exotic cuisines

INDUSTRY PERFORMANCE

Balancing tradition and global flavours drives growth

Popularity of grilling supports strong growth of barbecue sauces

WHAT'S NEXT?

Innovation driven growth

Health and sustainability

Production innovation in Norway's condiments market

COMPETITIVE LANDSCAPE

Orkla holds top spot

MasalaMagic gains ground

CHANNELS

Discounters leads sales of sauces, dips and condiments

Major grocery retailers seeing growth

CATEGORY DATA

Table 38 - Sales of Sauces, Dips and Condiments by Category: Volume 2020-2025

Table 39 - Sales of Sauces, Dips and Condiments by Category: Value 2020-2025

Table 40 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2020-2025

Table 41 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2020-2025

Table 42 - Sales of Liquid Recipe Sauces by Type: % Value 2020-2025

Table 43 - Sales of Other Sauces and Condiments by Type: Rankings 2020-2025

Table 44 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2021-2025

Table 45 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2022-2025

Table 46 - Distribution of Sauces, Dips and Condiments by Format: % Value 2020-2025

Table 47 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2025-2030

Table 48 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2025-2030

Table 49 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2025-2030

Table 50 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Sweet Spreads in Norway

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

CHANNELS

Supermarkets holds strong

E-commerce surges

CATEGORY DATA

Table 51 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 52 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 53 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 54 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 55 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 56 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 57 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 58 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 59 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 60 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 61 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 62 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

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/cooking-ingredients-and-meals-in-norway/report.