



Euromonitor
International

Baked Goods in Norway

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Freshness, indulgence and health-centred innovation drive positive category momentum

INDUSTRY PERFORMANCE

Demand rises as consumers balance tradition with healthier and more premium bakery choices

Unpackaged pastries gain traction as consumers seek freshness, craftsmanship and convenience

Rising costs of key ingredients influence assortment choices and fuel interest in local and simpler recipes

WHAT'S NEXT?

Steady growth expected as innovation in health, convenience and sustainability shapes category evolution

Health and wellness trends encourage reformulation and cleaner labels

Technology and sustainability reshape production, distribution and product innovation

COMPETITIVE LANDSCAPE

Market leaders benefit from extensive networks, product breadth and sustained innovation

Traditional specialists gain momentum through premiumisation, heritage and high-quality ingredients

CHANNELS

Supermarkets remain the central distribution hub due to strong availability and broad assortments

Retail e-commerce accelerates as digital shopping habits strengthen and wider assortments become available

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Staple Foods in Norway - Industry Overview

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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