



# Breakfast Cereals in Norway

November 2025

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## Breakfast Cereals in Norway - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Health-conscious choices and value-for-money steer a cautiously recovering category

#### INDUSTRY PERFORMANCE

Category recovery remains modest as competition from alternative breakfasts and market maturity limit upside

Muesli and granola thrive on Nordic food culture, clean-label positioning and retailer support

Private label and discount retailers consolidate their role as everyday cereal providers

#### WHAT'S NEXT?

Steady, health-led growth anticipated as regulation, private label and sustainability shape development

Natural ingredients, whole grains and gut health benefits steer product innovation

Regulatory change and sustainability commitments encourage reformulation and responsible sourcing

#### COMPETITIVE LANDSCAPE

Lantmännen Cerealia strengthens its leadership through Nordic heritage, health positioning and climate programmes

Bonaventura leverages local oats, granola innovation and strong logistics to widen its presence

#### CHANNELS

Discount retailers gain prominence as value-focused families embrace private label cereals

Supermarkets and e-commerce extend reach through broader assortments and added convenience

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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

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