



Euromonitor
International

Edible Oils in Norway

November 2025

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Edible Oils in Norway - Category analysis

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

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Supermarkets leads distribution

Retail e-commerce sees strongest growth

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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
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