



Euromonitor
International

Ice Cream in Norway

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth for ice cream in Norway is driven by innovation, health trends, and seasonal demand

Hennig-Olsen and Diplom-Is Maintain dominant amid growing niche competition

Supermarkets and discounters lead while retail e-commerce gains ground

PROSPECTS AND OPPORTUNITIES

Plant-based ice cream is expected to remain the best-performing category, supporting forecast growth

Innovation in ice cream is set to focus on flavour, format, and plant-based options

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DISCLAIMER

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