



**Euromonitor
International**

Meals and Soups in Norway

November 2025

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Meals and Soups in Norway - Category analysis

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

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Discounters is the leading channel

E-commerce surges

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Cooking Ingredients and Meals in Norway - Industry Overview

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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

Significant private label presence

CHANNELS

Discounters is the leading channel

Expansion of retail e-commerce

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