



Air Conditioners in Norway

February 2026

Table of Contents

Air Conditioners in Norway - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Focus on energy efficiency drives sales of air conditioners in 2025

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Households prioritise energy efficiency and long-term value

Split air conditioners dominate sales due to greater efficiency

Energy efficiency and compact, multi-functional designs draw interest from consumers

WHAT'S NEXT?

Household preferences set to drive demand for stylish and efficient air conditioners

The shift towards smaller homes expected to inform product design

Sustainability and design drive future growth and development

COMPETITIVE LANDSCAPE

Mitsubishi and Panasonic dominate split air conditioners

No significant mergers or new launches expected

CHANNELS

Appliances and electronics specialists key to sales while e-commerce makes inroads

Retail e-commerce drives growth with omnichannel retailing

No new retail concepts expected to emerge in 2026

PRODUCTS

Philips and LG drive innovation with multi-functional and smart designs

Chart 3 - Philips Launches its Panasonic RAC Solo

Chart 4 - LG Integrates its ThinQ Technology into its Split Air Conditioners

Mitsubishi boosts energy efficiency with eco-friendly refrigerant

Chart 5 - Mitsubishi Updates its Mitsubishi SUMO Range

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[Consumer Appliances in Norway - Industry Overview](#)

EXECUTIVE SUMMARY

Challenging economic environment continues to put pressure on sales in 2025

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

Chart 7 - Analyst Insight

INDUSTRY PERFORMANCE

Low confidence and economic uncertainty limits sales growth in consumer appliances

Sales of refrigeration appliances driven by high penetration and replacement needs

Sustainability and price sensitivity shape consumer behaviour

WHAT'S NEXT?

Consumer appliances market set for gradual recovery but challenges remain

Demand for refrigeration appliances set to remain stable

Sustainability and intelligent technology to drive innovation

Chart 8 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Established brands maintain lead through trust and innovation

Opportunities arise for new entrants and innovation

CHANNELS

Appliances and electronics specialists drive offline sales

Retail e-commerce gains traction with omnichannel retailing

No new retail brands or concepts expected to emerge in 2026

PRODUCTS

Sustainability drives innovation in appliance design

Chart 9 - Miele Updates its Miele G 5000 Series of Dishwashers

Smart and AI-powered technology enhances appliance functionality

Chart 10 - Samsung Expands its "Screens Everywhere" Concept in Home Laundry Appliances

Multi-functionality and compact design drive consumer preference

Chart 11 - Electrolux Launches the Electrolux Ultimate 80 Wet and Dry Stick Vacuum Cleaner

ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030

Chart 13 - PEST Analysis in Norway 2025

CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in Norway 2025

Chart 15 - Consumer Landscape in Norway 2025

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SOURCES

Summary 1 - Research Sources

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