



Euromonitor
International

Heat Pumps in Norway

February 2026

Table of Contents

Heat Pumps in Norway - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

A tough year for heat pumps but focus on energy efficiency offers some hope for growth

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Soft housing market and price-sensitivity hinder sales

Air to water heat pumps offer potential for long-term savings

Energy efficiency is key

WHAT'S NEXT?

Households prioritise energy efficiency in heating solutions

Air to water heat pumps to remain dominant despite slow growth

Smart innovations to shape product development and drive growth

COMPETITIVE LANDSCAPE

Nibe strengthens its lead through a comprehensive product portfolio

No significant mergers or acquisitions or new launches

CHANNELS

Builder merchants and construction drives sales through professional installation

Retail e-commerce emerges as fastest growing sales channel

No new retail concepts or collaborations expected to emerge in 2026

PRODUCTS

Nibe and Panasonic drive innovation with multi-functional and smart heat pumps

Chart 3 - Panasonic Launches Aquarea Home App

Sustainability and energy efficiency drive demand for air to water heat pumps

Chart 4 - Nibe Puts Sustainability and Energy Efficiency at the Forefront with Nibe S735C

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

Challenging economic environment continues to put pressure on sales in 2025

KEY DATA FINDINGS

Chart 5 - Key Trends 2025

Chart 6 - 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 7 - 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 8 - Miele Updates its Miele G 5000 Series of Dishwashers

Smart and AI-powered technology enhances appliance functionality

Chart 9 - Samsung Expands its "Screens Everywhere" Concept in Home Laundry Appliances

Multi-functionality and compact design drive consumer preference

Chart 10 - Electrolux Launches the Electrolux Ultimate 80 Wet and Dry Stick Vacuum Cleaner

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Norway 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Norway 2025

Chart 14 - Consumer Landscape in Norway 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/heat-pumps-in-norway/report.