2026 Consumer Sentiment Survey

Norway

JUNE 2026

BCG Consumer Sentiment Survey April 2026

11

Countries surveyed: UK, Germany, France, Italy, Spain, Denmark, Sweden, Finland, Norway, Romania, and Poland

~1,800

Respondents per country with a nationally representative sample

12

Product categories surveyed for spending and purchasing behavior

SUMMARY OF RESULTS

Consumer Sentiment in Norway 2026

Norwegians are showing a more pessimistic sentiment vs 2025, with concerns related to inflation and geopolitical tensions increasing

Norway's consumers are increasing their spending on household essentials such as groceries, home care, and even home appliances, primarily driven by price inflation. At the same time, consumers are cutting back in other categories by reducing volume or actively seeking deals—the most affected ones are snacks, apparel, and alcoholic beverages

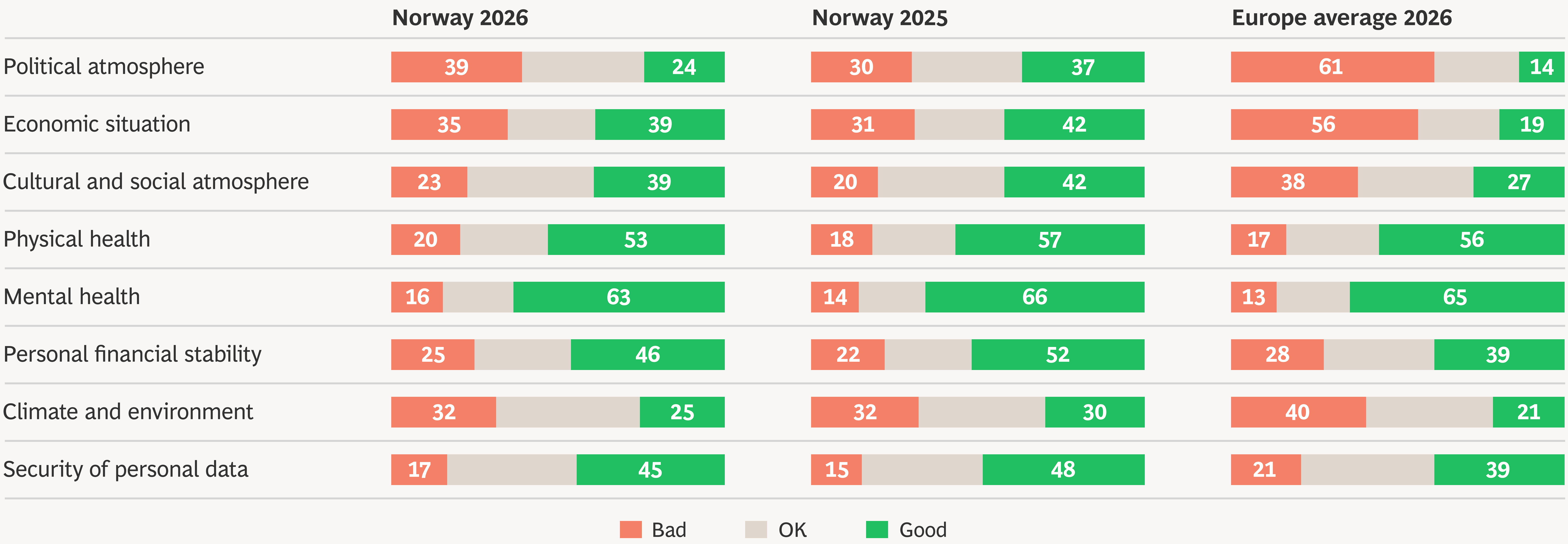
Price sensitivity strongly influences Norwegian consumer behavior, with up to 75% of purchase decisions driven by discounts. Additionally, 44%–82% of consumers report a willingness to switch brands for better offers

Norway shows an average level of online penetration among the countries surveyed, with higher penetration in home appliances and personal care

Compared to 2025, consumer consideration for sustainability has significantly decreased. Additionally, the **share of consumers willing to pay a green premium remains low**

Norwegians are feeling more optimistic than other Europeans, especially related to their economic and social situation

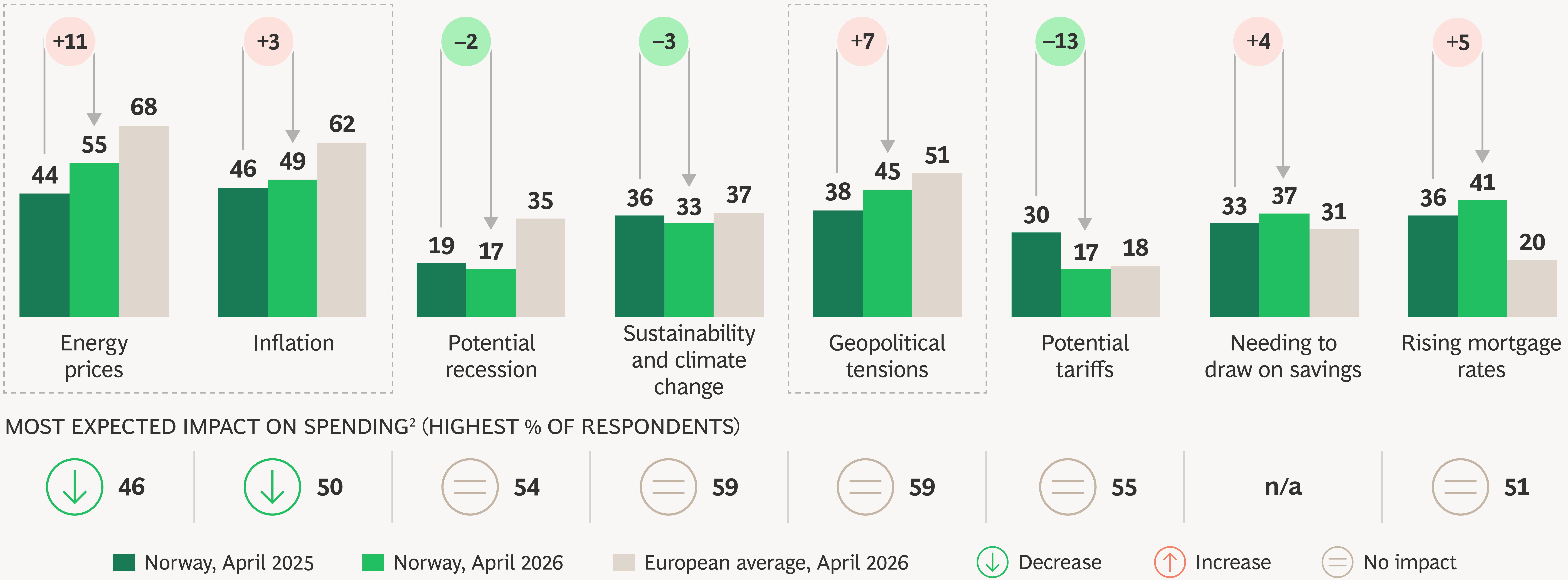
HOW CONSUMERS FEEL ABOUT NATIONAL ISSUES AND THEIR OWN CIRCUMSTANCES (%)



Sources: 2026 BCG European Consumer Sentiment Survey (April 2026) with 20,093 total respondents across 11 countries (~1,800 responses per country); 2025 BCG European Consumer Sentiment Survey.
Question O1: *How do you currently feel about each of the following? (Response options: Very bad, Bad, Neither good nor bad, Good, Very good. Results shown as Bad, OK, and Good.)*

Norway’s consumers are feeling increasingly concerned about energy prices, inflation, and geopolitical tensions, but anticipate less impact on spend

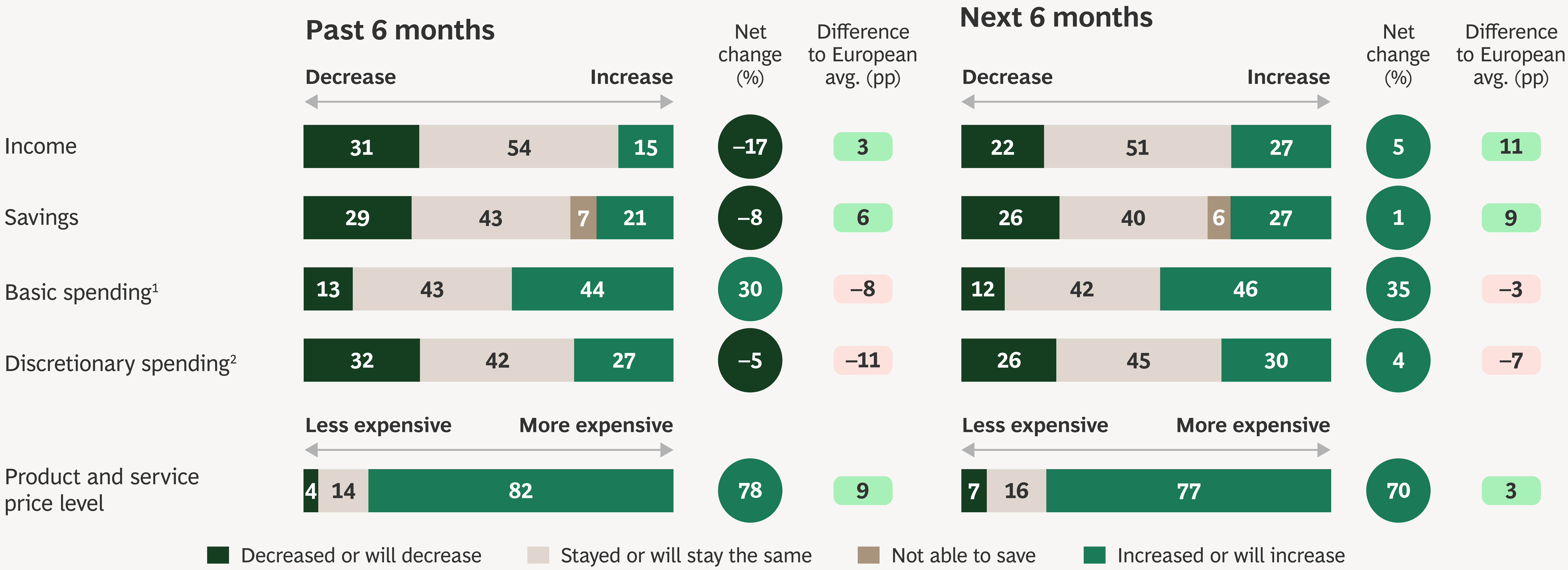
KEY AREAS OF CONCERN[1] (% OF RESPONDENTS)



Sources: 2026 BCG European Consumer Sentiment Survey (April 2026) with 20,093 total respondents across 11 countries (~1,800 responses per country); 2025 BCG European Consumer Sentiment Survey.
[1]Question O2: *Which of the following are you currently personally concerned by? Select all that apply.* (Multiple selection. Bars show those who selected “yes.”) [2]Question O3a: *How do you expect the development of the following factors to impact your spending in the next 6 months? (Response options: Increase, Decrease, No impact.)*

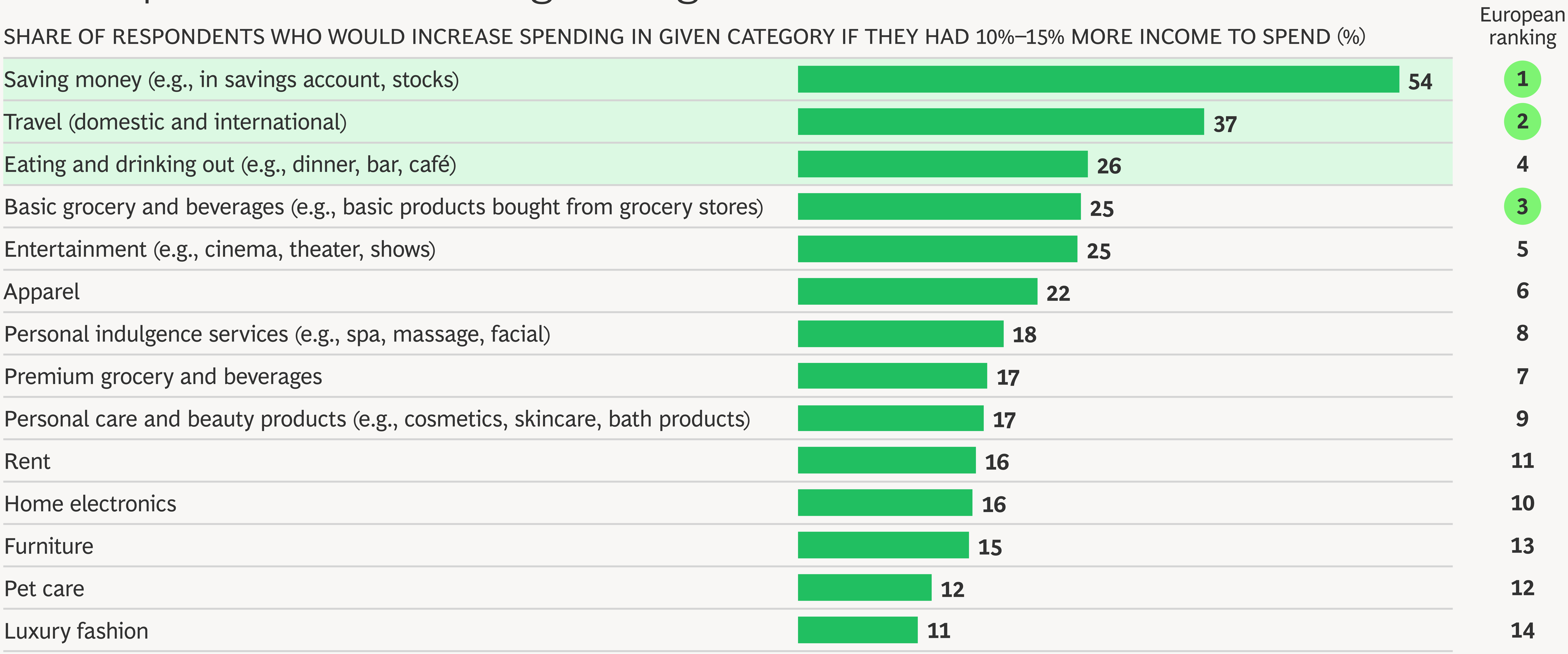
Norwegians anticipate their income and ability to save money to continue rising more than Europeans on average

SENTIMENT ON DEVELOPMENT OF OWN FINANCES AND PRICES (%)



Source: 2026 BCG European Consumer Sentiment Survey (April 2026) with 20,093 total respondents across 11 countries; ~1,800 responses per country.
Questions O4–10, O12–13: *Which of these statements best describe your [income/savings/spending/sentiment on pricing] compared to 6 months ago/in the next 6 months?*
[1]e.g., housing, transport, medication, education, basic food. [2]e.g., clothing, dining out, concerts, entertainment.

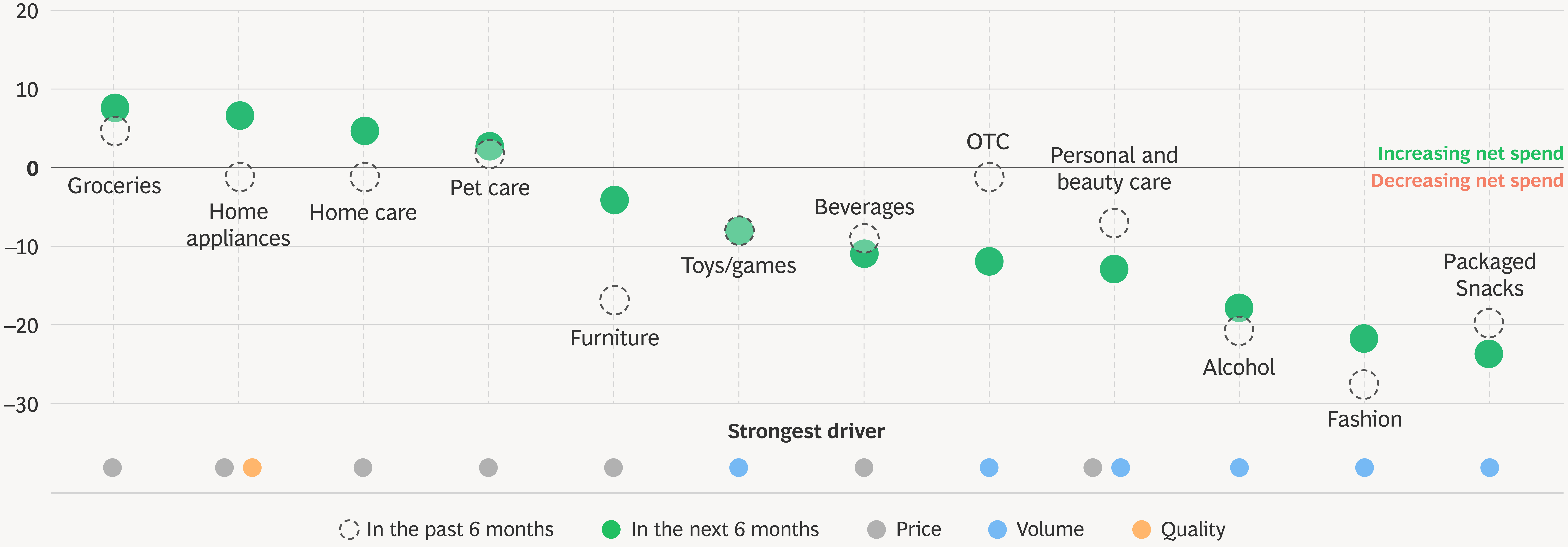
If disposable income were to increase by 10%–15%, 1 in 2 Norwegians would prioritize increasing savings



Source: 2026 BCG European Consumer Sentiment Survey (April 2026) with 20,093 total respondents across 11 countries; ~1,800 responses per country.
Question O16: *If you had 10%–15% more income to spend than what you have today, how would you change your spending behavior in the following categories? [Multiple selection; Response options: Reduce or cut, Keep the same, Increase, Start. Results shown for Increase or Start.)*

Norwegian consumers continue prioritizing essentials; spending increases are linked to inflation and decreases are linked to cutbacks in purchase frequency

NET SPENDING CHANGE AMONG CONSUMERS WITHIN CATEGORY (PP)



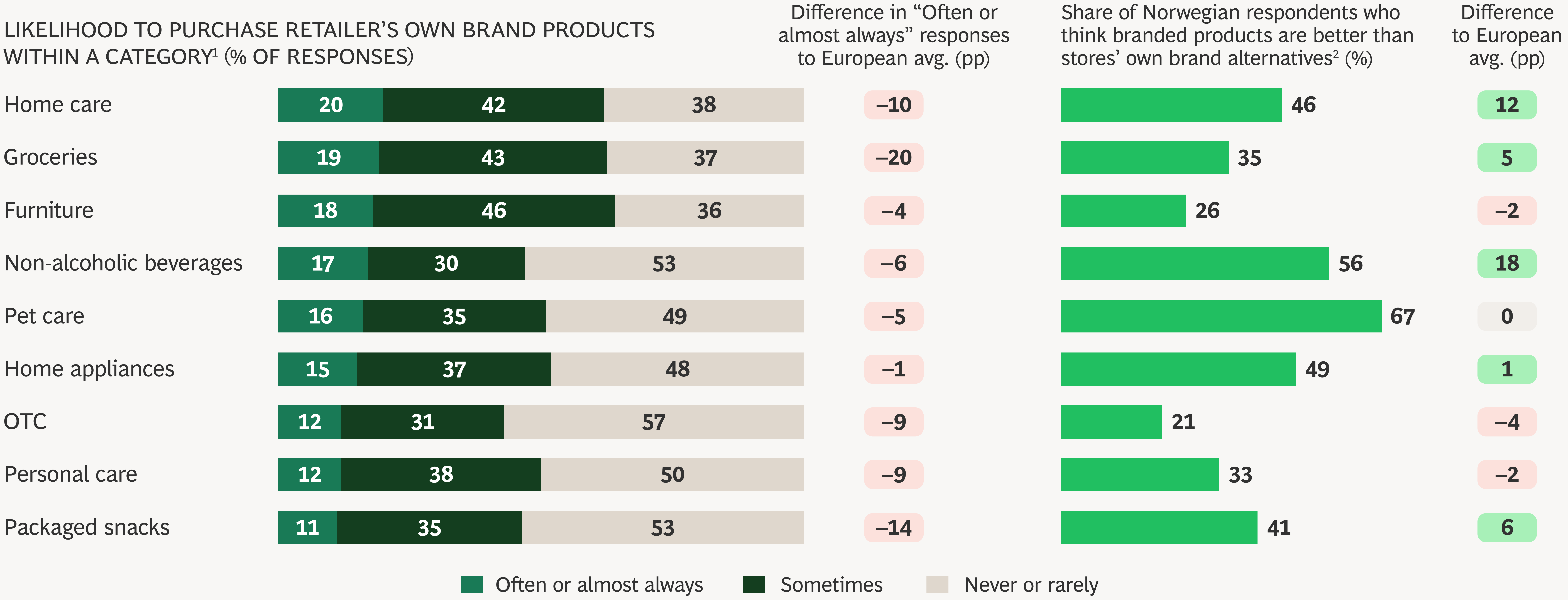
Source: 2026 BCG European Consumer Sentiment Survey (April 2026) with 20,093 total respondents across 11 countries; ~1,800 responses per country.
Note: Net spending is the percentage difference between the share of respondents indicating increased spending and those indicating decreased spending within a category. OTC = Over-the-counter drugs and supplements. Question C2.1: *In the past six months/one year, how much has your total spending changed compared to six months ago/a year ago?"* Question C3.1: *How much do you expect your total spending to change in the next six months/year compared to today? (Responses: Less, Neutral, More, Will not buy.)*

Up to 75% of Norway consumers' purchase decisions are driven by discounts, and 44%–82% indicate willingness to switch brands for better offers

DISCOUNT DRIVENNESS OF RESPONDENTS WITHIN A CATEGORY[1] (% OF RESPONSES)	Only buying at discount	Actively seeking discounts	Not seeking discounts but may select discounted product if sees one	Does not pay attention to prices or discounts	% of purchase decisions actively driven by discounts	% Norwegian respondents who indicate willingness to change brand if there were better offers[2]	Difference to European avg. (pp)
Home appliances	25	50	23	2	75	69	4
Fashion	16	56	25	3	72	73	3
Toys/games	19	51	22	7	70	72	2
Furniture	26	44	27	3	70	82	10
Home care	15	54	25	7	68	60	2
Groceries	9	56	29	5	66	67	7
Packaged snacks	19	46	30	5	65	64	0
Personal and beauty care	16	48	31	4	65	56	0
Non-alcoholic beverages	16	46	31	8	62	62	2
Pet care	11	49	29	10	61	44	0
OTC	13	41	31	15	54	58	–1
Alcoholic beverages	10	29	41	21	38	58	–1

Source: 2026 BCG European Consumer Sentiment Survey (April 2026) with 20,093 total respondents across 11 countries; ~1,800 responses per country.
Note: OTC = Over-the-counter drugs and supplements.
[1]Question C5.4: *Thinking about [category], how would you describe your behavior regarding discounts within [category]?* [2]Question C5.3: *To what extent do you agree with the following statement: "I rarely switch brands for the [category] I buy, even if there were better offers for other brands." (Response options: Agree, Neutral, Disagree,)*

Norway's consumers are much less open to retailers' own brands compared to European consumers, especially within groceries and packaged snacks



Source: 2026 BCG European Consumer Sentiment Survey (April 2026) with 20,093 total respondents across 11 countries; ~1,800 responses per country.
Note: OTC = Over-the-counter drugs and supplements.
[1]Question C5.3a: *Thinking about [category], how likely are you to buy unbranded or retailers' own brand items (instead of branded items)?* [2]Question C5.3: *To what extent do you agree with the following statement: "I think branded [category] products are more effective/better in quality and taste than non-branded/stores' own brand alternatives." (Response options: Agree, Neutral, Disagree.)*

Value for money, availability, and ease of use are the top drivers in purchasing decisions in most categories

CHARACTERISTICS THAT INFLUENCED A RECENT PURCHASE (%)	Fashion	Personal care	Home care	OTCs	Snacks	Groceries	Alcohol	Beverages	Toys and games	Pet care	Home appliances	Furniture
Good value for money	73	66	70	57	55	65	51	56	58	60	63	64
Trusted brand	51	60	57	55	46	45	44	47	40	57	50	38
Convenience of purchase	54	53	55	47	45	43	44	50	46	51	49	46
Functionality	49	48	49	43	39	45	46	45	43	56	53	44
Ease of use	71	60	63	51	28	34	22	30	44	61	57	51
Low price	52	46	59	42	46	62	35	53	43	42	48	51
Availability	52	51	56	47	48	48	50	48	47	54	47	43
Health	25	37	36	46	24	36	14	19	30	68	34	37
Good customer service	40	30	32	32	21	31	21	13	33	39	39	41
Attractive design	66	14	12	9	10	12	12	11	32	13	33	64
Recommendation	25	33	28	30	17	19	23	13	35	35	41	31
Sustainability	22	20	23	21	14	21	15	14	23	24	24	25
Local production	12	16	22	14	18	20	16	14	18	17	23	22

Source: 2026 BCG European Consumer Sentiment Survey (April 2026) with 20,093 total respondents across 11 countries; ~1,800 responses per country.
Note: KPC = Key purchasing criteria; OTCs = Over-the-counter drugs and supplements.
Question C5.1: *Thinking about your most recent purchase of [category], how important were each of the following in influencing your choice? (Share of responses for "Very important.")*

Top 3 KPCs
Bottom 3 KPCs

Norwegian consumers are using online channels for inspiration, but majority still complete their purchases in stores or using a combination of channels

Online more important for purchasing ← → **Online less important for purchasing**

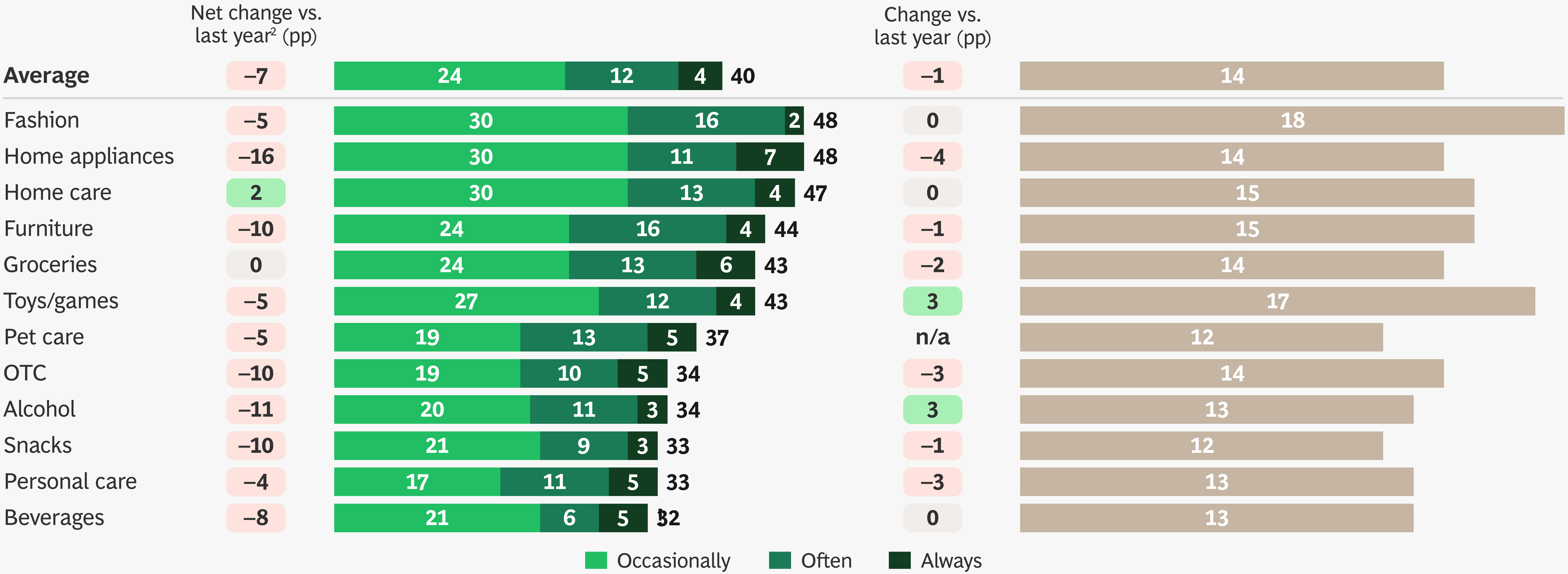
	Toys and games	Fashion	Personal care	Home appliances	OTCs	Pet care	Furniture	Home care	Groceries	Beverages	Snacks	Alcohol
CONSUMERS WHO USE ONLINE AS THE MAIN SOURCE OF INSPIRATION[1] (%)	**36**	**36**	**35**	**29**	**29**	**26**	**34**	**22**	**14**	**14**	**12**	**16**
Difference to European avg. (pp)	**–2**	**2**	**9**	**2**	**3**	**2**	**1**	**6**	**1**	**3**	**1**	**3**
CONSUMERS WHO USE ONLINE AS THE MAIN SOURCE OF PURCHASE[2] (%)	**27**	**26**	**23**	**21**	**18**	**14**	**13**	**7**	**5**	**5**	**5**	**3**
Difference to European avg. (pp)	**5**	**4**	**8**	**1**	**2**	**–2**	**–3**	**0**	**–2**	**–1**	**0**	**–3**

Source: 2026 BCG European Consumer Sentiment Survey (April 2026) with 20,093 total respondents across 11 countries; ~1,800 responses per country.
Note: OTC= Over-the-counter drugs and supplements.
[1]Question C4.1: *Thinking about when you're deciding to purchase [category], how would you typically browse, research, or look for inspiration on what to buy? (Response options: Mostly online, Mixed, Mostly offline.)* [2]Question C4.3: *Thinking about when it comes to making a purchase of [category], what proportion of your spending is made online/digitally today (instead of buying products from physical stores)? (Response options: Mostly online, Mixed, Mostly offline.)*

Share of consumers considering sustainability and willing to pay a green premium decreases since 2025

CONSUMERS WHO CONSIDER SUSTAINABILITY WHEN MAKING A PURCHASE IN 2026[1] (%)

CONSUMERS WHO ARE WILLING TO PAY MORE FOR A SUSTAINABLE PRODUCT IN 2026[3] (%)



Source: 2026 BCG European Consumer Sentiment Survey (April 2026) with 20,093 total respondents across 11 countries; ~1,800 responses per country.
Note: OTCs = Over-the-counter drugs and supplements.
[1]Question C6.1: *Being completely honest, how often do you think about sustainability when you make decisions regarding the purchase of [category]?* [2]Question C6.2a: *How have your sustainability considerations when purchasing [category] changed over the past year?* [3]Question C6.2: *How much less or more would you be willing to pay in [category] products for sustainable alternatives that minimize your climate impact (vs non-sustainable alternatives)?*

Please contact your local consumer team for more information

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