United States Department of Agriculture
Foreign Agricultural Service

GAIN
Global Agricultural
Information Network

Voluntary Report – Voluntary - Public Distribution **Date:** October 04, 2024

Report Number: NO2024-0002

Report Name: Norway Exporter Guide

Country: Norway

Post: The Hague

Report Category: Agriculture in the Economy, Exporter Guide, Retail Foods

Prepared By: Marit van der Hoek

Approved By: Laura Geller

Report Highlights:

The Norwegian Exporter Guide gives an overview for prospective U.S. exporters who would like to get acquainted with the Norwegian food retail and export market. It provides an economic overview of Norway, its food industry, along with current trends and developments, as well as insights on growing markets and prospects. Furthermore, it also includes references to useful legislation and resources.

Executive Summary

Norway is a vast country with 5.6 million inhabitants. In 2023, Norway's GDP was €485.513 billion ranking 8th globally for GDP per capita (World Fact Book).

Imports of Consumer-Oriented Products

The United States is Norway's 12th largest supplier of agricultural and related products, accounting for $504.4 million in imports in 2023 (3.79 percent of the value of Norwegian imports of agricultural and related foods). Livestock is a primary focus in Norway's agricultural sector, but the country still relies heavily on food imports due to its geographical location and growing conditions.

Food Processing Industry

In 2023, Norway's food processing industry had a gross output of $30.3 billion (Statistics Norway), with seafood processing as a significant contributor, particularly for export.

Food Retail Industry

According to Euromonitor®, supermarkets had a turnover of $8.1 billion in 2023. Consumers tend to favor discounters. Although there are many supermarket brands, the companies NorgesGruppen, Coop Norge, and Reitan Group account for two-thirds of total market share.

Food Service Industry

The Norwegian accommodation and food service industry combined had a gross output of $10.44 billion in 2022 (Statistics Norway), with 14,392 enterprises registered in the sector.

Quick Facts CY 2023[1]

Imports of BICO Agricultural and Related Products *($13.3 billion)*

Selection Growth Products (in terms of value/percentual growth over 2019-2023)

1/ Yeasts	397 percent
2/ Fish fats and oils	121 percent
3/ Orange Juice	112 percent
4/ Sugar confectionary	74 percent
5/ Chocolate (preparations)	64 percent
6/ Sparkling Wine	57 percent

Food Industry by Channels

Food Processing Industry	$30.3 billion
Agricultural Exports	$18.3 billion
Agricultural Imports	$13.3 billion
Food & Acc. Service	$10.44 billion

Norwegian Retail by No. of Stores (2023)

1/ KIWI (NorgesGruppen)	701
2/ Rema 1000 (Reitan Group)	675
3/ Extra (Coop Norge)	566
4/ Coop Prix/Mega/Marked	424
5/ (EURO)SPAR	290
6/ Meny	183

GDP/Population

Population	5,571,634
GDP	$485.513 billion
GDP per capita	$88,268

Sources: Statistics Norway, Trade Data Monitor (TDM), World Fact Book

Exporter Advantages	Exporter Challenges
Affluent population, valuing high-quality products. Dependent on imports. Interested in innovative (American) products.	*Value-driven market, preference for local if available, not all ingredients allowed (i.e., additives), tariffs and highly consolidated market challenging for market entry*

[1] Conversion rate: 1 USD = 10.48 NOK (Norwegian Kroner), 1 USD = 0.90 EUR

SECTION I. MARKET OVERVIEW

Introduction to Norway

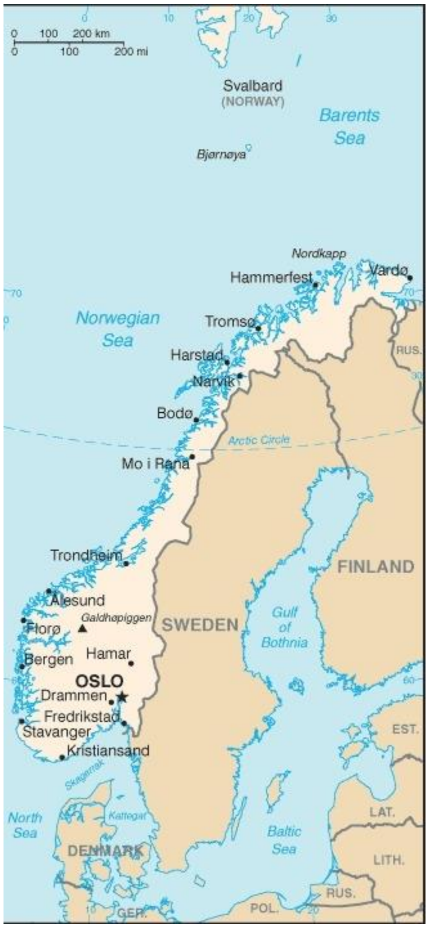


Figure 1. Map of Norway
Source: https://www.cia.gov/the-world-factbook/countries/Norway/map/

Norway, with its rugged landscape and a coastline lined with fjords and islands, is an ideal country for tourism and fishery. It is a European country that is not part of the European Union (EU), but is part of the European Economic Area (EEA) along with Iceland and Liechtenstein. Like other Nordic countries, it consistently ranks high on global indices related to prosperity and happiness, driven by its robust social welfare system and substantial natural resources, such as oil and gas. The official currency is the Norwegian Kroner (NOK). The national language is Norwegian (with two written standards, *bokmål* and *nynorsk*). English is widely spoken. Agriculture in Norway is characterized by small farms, with the main sector being livestock. The government provides substantial subsidies to support local agriculture, which are negotiated annually in an agricultural agreement. For imports, Norway has protective tariffs in place for many agricultural products, and lower import tariffs for raw materials used by Norwegian producers of processed food.

Demographic

Of Norway's 5.6 million people, 83 percent reside in the large cities (Oslo, Bergen, Stavanger/Sandnes, Trondheim and Drammen). The capital Oslo is home to 1.08 million people. The country has an aging population, with 16.5 percent of the inhabitants aged 67 years or older in 2023, shaping consumer preferences.

Key Economic Facts

In 2023, the Gross Domestic Product (GDP) of Norway was $485.513 billion (World Fact Book) and GDP per capita was $88,268, up 0.7 percent compared to 2022. Inflation, which posed challenges in recent years, fell to 2.6 percent year-over-year by August 2024, and the unemployment rate was 4 percent in July 2024. Both alleviated pressure on households. Moreover, according to Euromonitor®, Norway's consumer expenditure is forecast to rise by 7.9 percent in real terms between 2023-2028.

The gross output of Norway's food processing industry was valued at $30.3 billion in 2023. The country's abundant natural resources, especially in fisheries, have positioned Norway as a major player in seafood processing. Euromonitor® identifies the other key categories within the Norwegian food processing industry as processed meat, meat alternatives, and processed fruit and vegetables. The gross output of the accommodation and food service industry was $10.44 billion in 2023.

Norway's main import partners are Germany, China, Sweden, the United States and the Netherlands. The total value of all goods imported was $159 billion in 2023, up 6.7 percent from the year prior. Food products, beverages and tobacco represented $9.1 billion of imports. Overall, Norway's economy in 2023 was marked by solid growth and low unemployment with little difficulties to food trade.

Purchasing Power & Consumer Behavior

According to Statistics Norway, the average monthly Norwegian income was $5,378 before taxes in 2023, with cut-offs for the lower quartile being $3,972 and for the upper quartile $6,038. Approximately 10.6 percent of household income ($5,605) is annually spent on food, 1.3 percent ($6,689) on non-alcoholic beverages, and 1.6 percent ($848) on alcoholic beverages, while spending 3.4 percent on food and beverage services ($1,789).

In cities, all supermarket brands have a strong presence. This enables people to shop a few times per week up, inspired by the preference to eat fresh products like bread, and fruits and vegetables. Unlike other Nordic countries, almost all supermarkets are closed on Sundays. Norwegian consumers are value-driven and tend to frequent different supermarket brands based on the products on sale and value propositions. Alcoholic beverages over 4.7 percent ABV are only available at the state-owned store Vinmonopolet, and time windows apply for the sale of beers within supermarkets.[2]

Shopping Across the Border Increasingly Popular for Norwegians

For those living relatively close to the border with Sweden, cross-border trips are common. Six out of ten Norwegians regularly undertake cross-border shopping.[3] In 2023, it was estimated that this accumulated to 4.7 million day trips. At the border, Norwegians typically stock up on products that can be offered cheaper in Sweden because of lower taxes. Popular purchases are meat, confectionary, alcoholic beverages, soft drinks and energy drinks. Another appeal of cross-border shopping is the different selection of products to choose from, unavailable in Norway due to protectionist measures like trade quotas or tariffs. In 2023, Norwegians spent $605 million on cross-border food and beverage purchases, and this expenditure continues to grow in 2024. Especially border stores specializing in confectionary have thrived - Norwegians are fond of their candy, not least in part due to a Nordic tradition of treating oneself to candy on Saturdays.[4] In 2023, $41.4 million was spent on chocolate and sweets in cross-border shopping.

To accommodate the cross-border shopping, huge shopping malls have been built in Nordby, Töcksfors, Charlottenberg, and Strömstad in Sweden. These shopping malls are home to large hypermarkets that present their products in an attractive manner, like Maximat (with dedicated shelf space for US and American-themed products (Figure 1)), Hypermat, and discounter Eurocash. Also present are very large confectionary stores, like Gottebiten, Godisfabriken, Supergott, and Tasty America. The latter is significantly smaller than the first three stores, but has dedicated shelve space for US confectionary (Figure 2).

[2] For an example, see https://www.oslo.kommune.no/skatt-og-naring/salg-servering-og-skjenking/salgstider-for-ol/#gref

[3] https://www.r-a.no/har-forsket-pa-grenseturismen-hvorfor-er-ikke-norge-et-like-attraktivt-feriemal-for-svenskene-som-sverige-er-for-nordmenn/s/5-41-253684

[4] https://www.nrk.no/kultur/xl/lordagsgodt-er-typisk-norsk-og-historien-bak-er-grotesk-1.16835728

Figure 1: American themed products at Maximat

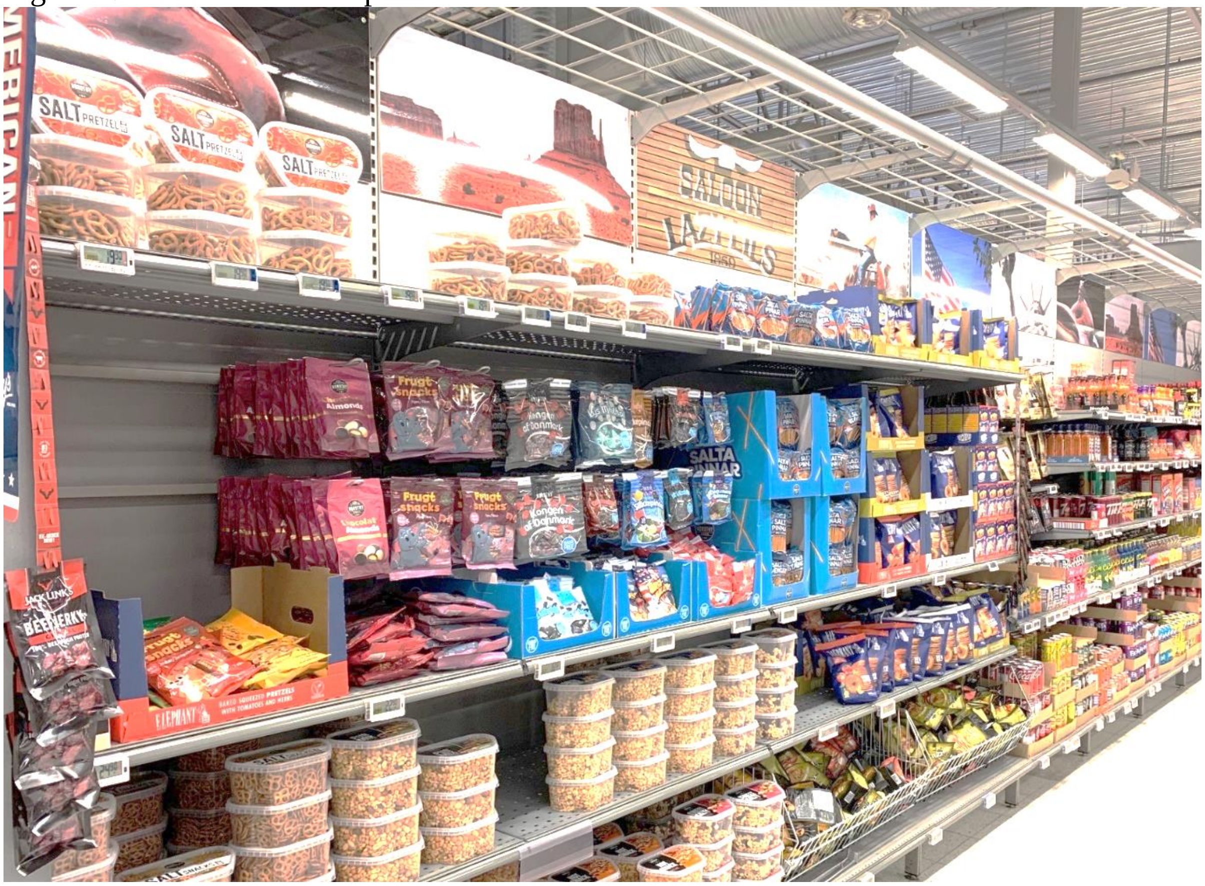


Figure 2: Tasty America

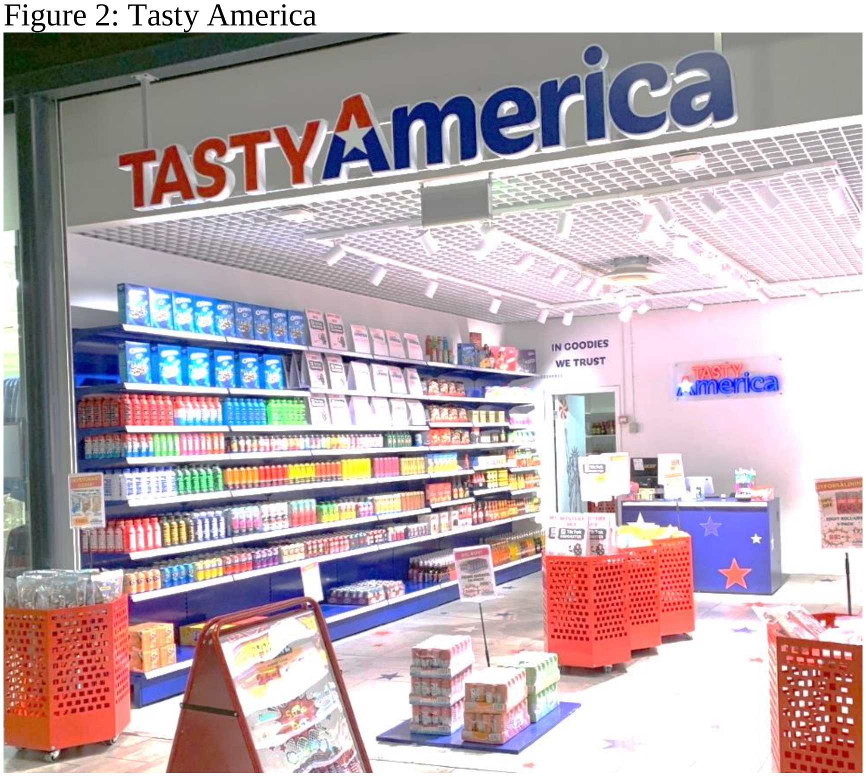


Table 1. Advantages and Challenges for U.S. Producers exporting products to Norway

Advantages	Challenges
Norwegians have a keen interest in new innovative flavors and are open to try new food they have encountered, e.g. after travel. U.S. exporters can align their products with these interests.	*Distribution and retail channels are consolidated, established by the vast geography of the country (with only few large cities) and low population density, making market entry more challenging.*
Norwegians show interest in new food products they encounter on social media, especially those linked to American culture.	*EU-based competitors benefit from tariff-free access and regulatory compliance, giving them an advantage over U.S. products.*
Norwegians are affluent consumers, with relatively high household incomes, prioritizing high-quality and safe foods.	*Norwegians are very value-driven in their consumer choices, perceiving food as expensive and preferring locally produced foods (if available) for their perceived safety and quality.*
Norway offers opportunities for products it does not produce, such as fruits, vegetables, alcoholic beverages, spices, and rice. The country is reliant on imports for these products due to its geographical location.	*EU/EEA regulation, including prohibited ingredients (such as GMO, specific additives, and colorings), bans on certain pesticides, along with tariffs and quotas for some food categories, can hinder market access and affordability of exporting food products.*

SECTION II. EXPORTER BUSINESS TIPS

Before engaging in business with Norway, it is good to be aware of all regulatory requirements pertaining to the product. See Section III for more resources. Additionally, market research is important, and a detailed analysis should be made of the type of sector targeted (e.g., processing industry, retail, or hotel, restaurant and institutional (HRI)) and the type of customer. Due to the Norwegian population size, it is important to research where the product fits in terms of market demand, and the cost-benefit analysis of exporting such product.

In addition to regulatory requirements, understanding the competitive landscape and local tastes is essential for positioning U.S. products effectively. Norway is a very value-driven consumer market. Although the country cannot produce some foods on its own, it is protective of the production the country harbors – such as the livestock sector, by the use of tariffs and subsidies. This influences the products one can offer as exporter and their value proposition. Nonetheless, the Norwegian consumer is also very curious, and very keen to explore new trends and products.

For alcoholic beverages, a thorough examination should take place of the way the government-owned alcohol store Vinnmonopolet operates. Vinnmonopolet is the sole store in the country allowed to sell alcohol above 4.7 percent alcohol content. Additionally, Norway has one of the highest alcohol taxes in the world. Exporters looking to export alcoholic beverages should therefore acquaint themselves with Vinnmonopolet's sales system, which is explained in the FAS Vinnmonopolet report.

SECTION III. IMPORT FOOD STANDARDS & REGULATIONS AND IMPORT PROCEDURES

Norway is part of the European Economic Area (EEA), along with Liechtenstein and Iceland. This EEA was formed by an agreement between aforementioned countries and the European Union (EMember States), which facilitates free movement of goods from and to the European Union. The EEA incorporates EU regulations into their agreement, and only after the EEA countries adapt these regulations in their national law, those rules apply.

In practice, many of Norway's food regulations are therefore the same as EU food regulations, but exporters should always check for exceptions. The buyer and local freight forwarder can play a key role in detailing the import procedures, and consulting the Norwegian Food Safety Authority (*Mattilsynet*) or Norwegian Customs (*Tolletaten*) when more information is needed. EU Regulations can serve as starting point. They are described in the EU Food and Agricultural Import Regulations and Standards (FAIRS) Report and EU FAIRS Export Certificate Annual. For country-specific rules, the Norway FAIRS report can be consulted. One exception is Commission Regulation (EC) No 1688/2005, which requires additional sampling for Salmonella in (imported) meat and egg products (in all Nordic countries). Food labeling follows EU Food Regulation 1169/2011, and the text on a label may be printed in Norwegian, Swedish or Danish.

Lastly, Norway has various high custom tariffs in place to protect some of its agricultural sectors. These tariffs are higher for countries that Norway did not conclude a trade agreement with. More information may be found on the website of Norway Revenue and Customs.

SECTION IV. MARKET SECTOR STRUCTURE AND TRENDS

Norwegian Food Retail Sector

Most Norwegian supermarkets are small to medium-sized. Discount supermarkets are the most popular for grocery shopping, offering a no-frill presentation of products. An estimated 62 percent[5] of Norwegian groceries are bought at discounters. The prevalence of discounters is thought to be instigated by the traditionally higher food prices in Norway. An increase in inflation over recent years has even more contributed to their success. Although it appears there are many supermarket brands to choose from, there are only a few holdings behind these brands: NorgesGruppen, Reitan Group, I.K. Lykke AS, and Coop Norge.

Table 2. Overview of Norwegian supermarkets in 2023

KIWI mini pris	**Kiwi** became Norway's largest grocery chain in numbers in 2023, with 701 stores. It is a discount supermarket. Kiwi reported a turnover of $4,847 million in 2023, making it a record year for the chain. Kiwi is part of NorgesGruppen, which has a reported market share of 27 percent in the food market. NorgesGruppen's private labels, found in their other stores as well, are First Price and Eldorado.
REMA 1000	**Rema 1000** had a market share of 23.8 percent in 2023. It is a discount supermarket chain, founded in 1972. The chain operated 675 stores in 2023. Sales in 2023 amounted to $4,893 million. Rema 1000 is part of the Reitan Group.
X EXTRA	**Extra** had a market share of 17.3 percent in 2023. This discount supermarket chain has been operating since 2006, positioning itself as offering a larger inventory compared to other discount stores. In 2023, Extra operated 566 stores. Its private label is Xtra. Extra is part of Coop Norge, who had an overall market share of 29.2 percent in 2023. In 2023, Extra accounted for 59.2 percent of Coop's grocery turnover, with Coop's total grocery sales being $6,013 million.

[5] https://sifted.eu/articles/kolonial-raises-223m-softbank

Joker operates 460 stores. Their stores are present in 88 percent of the municipalities where people live, so also in rural areas where they function as local supermarket. In the city their stores resemble a convenience store. In 2023, its revenue was $677.5 million. Joker is part of NorgesGruppen.

Under the Coop brand, different Coop stores exist in Norway. **Coop Prix** (small to medium supermarket, 255 stores), **Coop Mega** (larger supermarket, 66 stores), and **Coop Marked** (local neighborhood stores, 103 stores), which are well-distributed across Norway. Their combined revenue is $1.42 billion. They are part of Coop Norge.

SPAR has a presence 263 stores of smaller fully equipped supermarkets. The 27 larger stores are called EUROSPAR. Its 2023 revenue was $1.33 billion. SPAR is part of NorgesGruppen.

Bunnpris is a discount supermarket. The first store opened in 1981, and there are 240 stores today in Norway. Bunnpris is part of I.K. Lykke, a family company which is owned by the sixth generation.

Meny is a premium supermarket. Local food products account for 7.4 percent of its sales. In 2023, it operated 183 stores and had a revenue of $1.92 billion, and a 7.4 percent share of total sales of local food products. It offers online grocery shopping, with plans to expand. It is part of NorgesGruppen.

OBS is the only hypermarket in Norway. It offers a selection of food and non-food products. With 31 stores spread across the country, OBS has a nationwide reach. In 2023, its revenue was $954.2 million. OBS is part of Coop Norge.

Targeting customers who are keen on exceptional service and premium products is the luxurious **Jacobs** (part of NorgesGruppen), a high-end food store with two locations in Oslo. There are also many independent smaller shops and smaller supermarket brands, such as **Matkroken** (81 stores, local neighborhood store, part of CoopNorge)) and **Naerbutiken** (152 stores, part of NorgesGruppen).

Norway's online grocery sector is dominated by Oda, which started in 2013. Oda holds approximately 70 percent of the e-commerce grocery shopping market share. However, the overall Norwegian online grocery market remains relatively small, comprising just 1.5 percent of the total grocery market. A significant challenge for online grocers in Norway is the nation's sparse population distribution, which drives up the logistical costs associated with same and next day home delivery.

Norwegian HRI Industry & Wholesale Sector

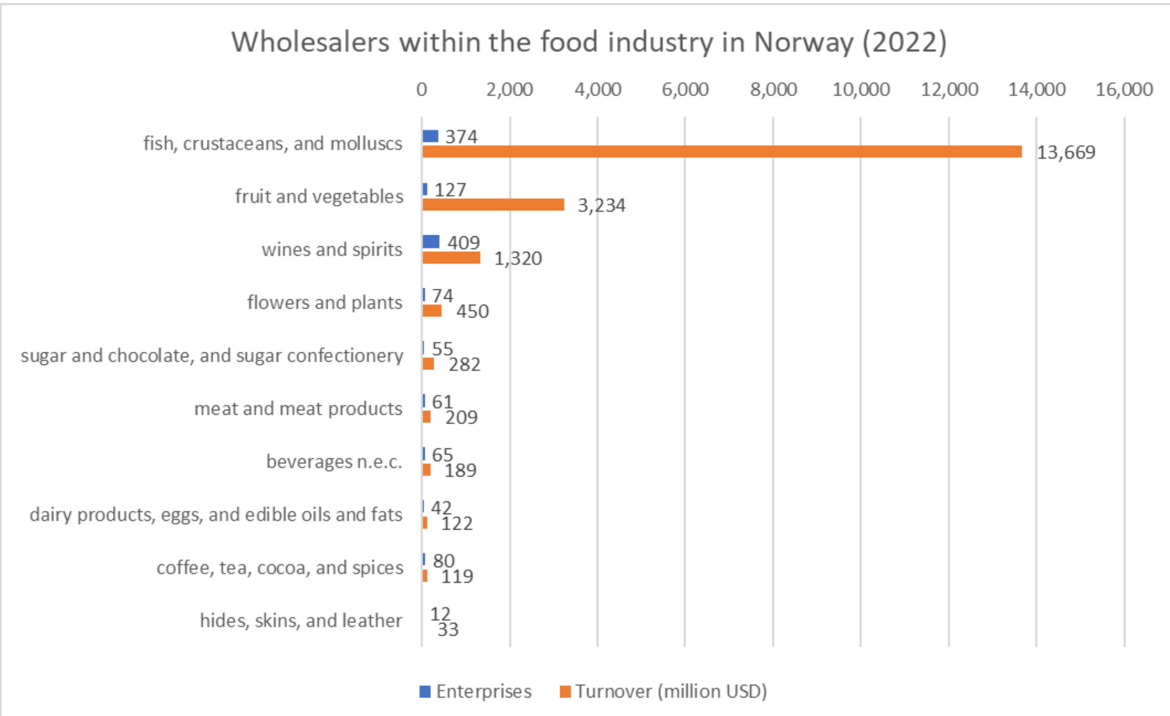
There are 14,392 establishments that are engaged in food or beverage services (Table 3), generating a total turnover of $10.44 billion. Tourism, accounting for 3.6 percent of GDP, plays an important role for these establishments. Domestic tourism by Norwegians contributes substantially, while 30 percent of tourism expenditure derives from international tourists. In 2023 1.1 million Americans visited Norway.

Table 3. Registered enterprises involved in food service activities in 2022

	Establishments	Turnover (in USD)
Hotels and similar accommodation, with restaurants	1,392	$3.26 billion
Restaurants and mobile food service activities	8,8869	$5.63 billion
Beverage serving activities	629	$0.35 billion
Event catering activities	1,477	$0.52 billion
Other food service activities	2,025	$0.67 billion

There are 2,059 registered enterprises in Norway within the wholesale of food and beverages. In 2023, the sector generated a turnover of $51.4 billion. Of the consumer-oriented foodstuffs, the wholesale of fish, crustaceans and mollusks represents the largest sector with an annual turnover of $13.7 billion turnover in 2022. This is in line with the significance of the national fish industry for Norway. The second-largest sector in terms of turnover is fruit and vegetables, followed by wines and spirits (Figure 3).

Figure 3: Sectors of Food Wholesale in Norway, Turnover and Number of Enterprises (2022)



Source: Statistics Norway

Established Products

Several U.S. product categories are well-established in the Norwegian market, such as snacks (almonds, peanuts, raisins, and processed fruits (dates and prunes)), and dinner staples like sweet corn and sweetpotatoes. There are also strong opportunities for alcoholic beverages and beef products, which are in demand due to Norway not being self-sufficient in producing these products.

Other U.S. products with a market presence include rice, condiments and sauces, and shelf stable products such as soup and food preparations. General tree nut imports are steadily declining, although the U.S. is still a number one supplier. Fish and vegetable oils are increasingly important for the Norwegian salmon farming industry, making their import value increase rapidly over the past years.

Table 4. U.S. Products Established in the Norwegian Import Market

Product	Import Rank	U.S. Share in Imports in 2023	Value of U.S. imports
Almonds (HS:080212)	#1	89.2 percent	$11,636,919
Vegetable Fats and Oils (HS:151590)	#1	73.2 percent	$32,879,368
Raisins (HS:080620)	#1	63.0 percent	$7,948,420
Sweet Corn (HS:200580)	#1	41.6 percent	$14,749,032

BICO Peanuts	#2	39.5 percent	$5,200,459
BICO Tree Nuts	#1	34.8 percent	$21,033,401
Prunes, Dried (HS: 081320)	#2	28.5 percent	$1,180,569
Dates, Fresh or Dried (HS:080410)	#1	24.1 percent	$2,154,345
Sweetpotatoes, Fresh (HS:071420)	#2	24.1 percent	$1,439,308
BICO Processed Fruit	#2	7.9 percent	$13,108,347
BICO Soup & Preparations	#6	6.7 percent	$18,729,102
BICO Dextrins, Peptones & Proteins	#7	6.6 percent	$2,385,690
BICO Distilled Spirits	#7	4.7 percent	$5,430,680
BICO Wine & Related	#5	4.6 percent	$25,148,835
BICO Rice	#8	3.8 percent	$1,747,138
BICO Condiments and Sauces	#10	3.5 percent	$5,711,117
BICO Beef & Beef Products	#11	1.6 percent	$1,272,206

Source: Trade Data Monitor

Consumer Trends

Norwegian consumers are discerning shoppers, who like to frequent multiple supermarkets for different types of groceries (see Section I Market Overview, Purchasing Power & Consumer Behavior)**.** Many Norwegians enjoy spending time at their *hytte* (weekend cabin) and purchase luxury foods and beverages to enjoy with friends and family during these weekends. A typical Saturday will also often involve indulging in sweet and snacks, as this is a custom. Pick and mix candy is very popular, and chocolate is an all-time favorite. Norwegian confectionary is highly innovative, exploring a range of flavors. Unusual flavor combinations are popular, such as dried fruits covered in sour, candy or chocolate coatings, or the combination of sweet and salty. Norwegians' curiosity extends to exploring international cuisines, such as Mexican food (called Tex-Mex), but also through exploring shelf space dedicated to a particular country, such as that for US products in cross-border store Hypermat. Additionally, energy drinks and soft drinks are highly popular, with innovation being a key driver of Norwegian consumers' interest in trying new beverages.

BBQ or "grill", as Norwegians call it, enjoys large popularity. Barbecuing is a popular social activity in spring and summer enjoyed with friends or family in the park or at home. Home baking is also quite popular, and most supermarkets offer a wide range of baking products to meet this demand. It is an ongoing trend to shop for some of these products over the border in Sweden. See for more information Section I, Shopping Across the Border Increasingly Popular for Norwegians.

Interest in organic products is low, and has continued to decline in recent years. In 2022, a survey found that 55 percent of respondents never purchased organic foods.[6] It was estimated that in 2022, turnover of organic food in retail was $230.8 million.[7] The lagging interest may be influenced by the perception that locally produced foods already meet stringent safety and quality standards, reducing the perceived need for organic alternatives. Additionally, the higher cost and limited availability of organic foods in Norwegian stores may further contribute to their lower popularity.

Opportunities in Growth Sectors

There are several product categories that have seen notable growth and offer opportunities. Yeasts and fish oils, the latter being closely tied to the salmon farming industry, have had exceptionally strong growth. Confectionary and chocolate mark a category that is popular with the Norwegian consumer (see

[6] https://www.forskningsradet.no/siteassets/publikasjoner/2021/forbruksforskning-i-norge---2021.pdf

[7] https://www.regjeringen.no/no/dokumenter/produksjon-av-okologiske-jordbruksvarer/id2967508/

section I and II), with increasing demand. Innovative products in these categories are likely to have strong prospects.
Alcoholic beverages continue to be popular imports, with sparkling wines and vodka showing significant growth in the past five years, presenting new opportunities for exporters specialized in these products. Orange juice has also seen a rise in demand, which could create opportunities for exporters.

Bread, pastries, and cakes are a staple of everyday consumption. This sizeable and growing market offers ample opportunities for exporters. Coffee also stands out as an exceptional growth category. Norwegians are the second largest coffee consumers in the world (World Atlas). With an average consumption of 21.82 lbs per capita annually, this makes for a highly attractive market.

Table 5. Trade Data on Products with Growth Opportunities (in terms of value/percentual growth over 2019-2023

HS code	Product	Total Norwegian imports 2023	Growth 2019-2023	Growth 2022-2023	Value of US imports 2023
210220	Yeasts, inactive; other single-cell micro-organisms, dead	$81,373,950	397%	44%	$6,503
150420	Fish fats and oils and their fractions	$920,917,404	121%	56%	$37,988,951
200911	Orange juice, frozen	$7,686,837	112%	35%	$0
170490	Sugar Confectionary (including White Chocolate)	$144,015,488	74%	21%	$1,329,000
80631	Chocolate and other food preparations	$32,050,770	64%	21%	$928,465
220410	Sparkling wine of fresh grapes	$94,183,561	57%	11%	$137,679
220210	Coffee, roasted, not decaffeinated	$95,170,724	48%	13%	$75,004
190590	Bread, pastry, cakes, biscuits	$385,662,576	29%	13%	$2,539,022
220860	Vodka	$7,566,803	23%	0%	$57,371

Source: Trade Data Monitor

SECTION V. AGRICULTURAL AND FOOD IMPORTS

Norway's import of BICO agricultural and related products was valued at $13.3 billion in 2023. The top three import countries by value were Sweden, Denmark, and the Netherlands. Agricultural imports from the United States totaled $504.4 million (Table 6), making the United States the 12th largest supplier to Norway. The top imported U.S. agricultural and related consumer products into Norway are listed in Table 7, and reflect recent and historical trends. While several products show significant growth (such as food preparations, wines, and cod), others have experienced a decline (tree nuts and sauces), reflecting shifts in market demand and consumer preferences.

Table 6. Agricultural and Related Products Imports into Norway, Total and from the U.S.

Agricultural and Related Imports	2019	2020	2021	2022	2023
Norway Total	$10,643,471,972	$11,144,850,934	$13,623,228,232	$13,808,788,820	$13,312,858,110
From the U.S.	$318,178,450	$395,891,115	$414,929,555	$472,423,249	$504,355,720
U.S. Share of Total	2.99%	3.55%	3.05%	3.42%	3.79%

Source: Trade Data Monitor

Table 7. Top 10 imported Agricultural and Related Consumer-Oriented Imports into Norway from the United States

	HS Code	Imported Product	2021	2022	2023	Growth 2019-2023
#1	210690	Food Preparations	$17,563,992	$17,540,231	$ 18,699,330	76.6%
#2	220421	Wines of Grapes	$16,791,078	$19,381,880	$17,855,677	105.3%
#3	030363	Cod	$434,814	$1,728,903	$17,535,143	93.2%
#4	200580	Sweet Corn	$10,656,557	$8,468,997	$14,749,032	133.6%
#5	080212	Almonds	$13,850,736	$12,676,307	$11,636,919	-46.1%
#6	080620	Raisins	$8,655,145	$8,503,972	$7,948,420	-26.2%
#7	120242	Peanuts	$5,055,474	$5,131,906	$5,200,459	-0.7%
#8	080232	Walnuts	$8,047,103	$7,513,786	$4,856,202	-25.8%
#9	210390	Sauces, Condiments	$8,575,802	$6,058,667	$4,193,588	-42.8%
#10	190590	Whiskies	$2,907,835	$2,907,152	$3,947,211	60.9%

Source: Trade Data Monitor

SECTION VI. KEY CONTACTS & FURTHER INFORMATION

USDA Foreign Agricultural Service
Covering the Netherlands, Denmark, Sweden, Norway, Finland, and Norway
Embassy of the United States of America
John Adams Park 1, 2244 BZ Wassenaar, the Netherlands
E-mail: AgTheHague@usda.gov Tel: +31 70 310 2428

Government

Ministry of Agriculture and Food
Teatergata 9, 0180 Oslo, Norway
Tel. : +47 22 24 9090
Website: https://www.regjeringen.no/en/dep/lmd/id627/

Norwegian Food Safety Authority
Stensberggata 25/27, 0170 Oslo, Norway
Tel. : +47 22 40 00 00
Website: https://www.mattilsynet.no/en

Norwegian Customs
Postboks 2103 Vika, 0125 Oslo, Norway
Tel. : +47 22 86 03 12
Website: https://www.toll.no/en/

Data
Statistics Norway
Website: https://www.ssb.no/en

Attachments:

No Attachments.