

General Insights Norway 2025

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Sustainable Brand Index

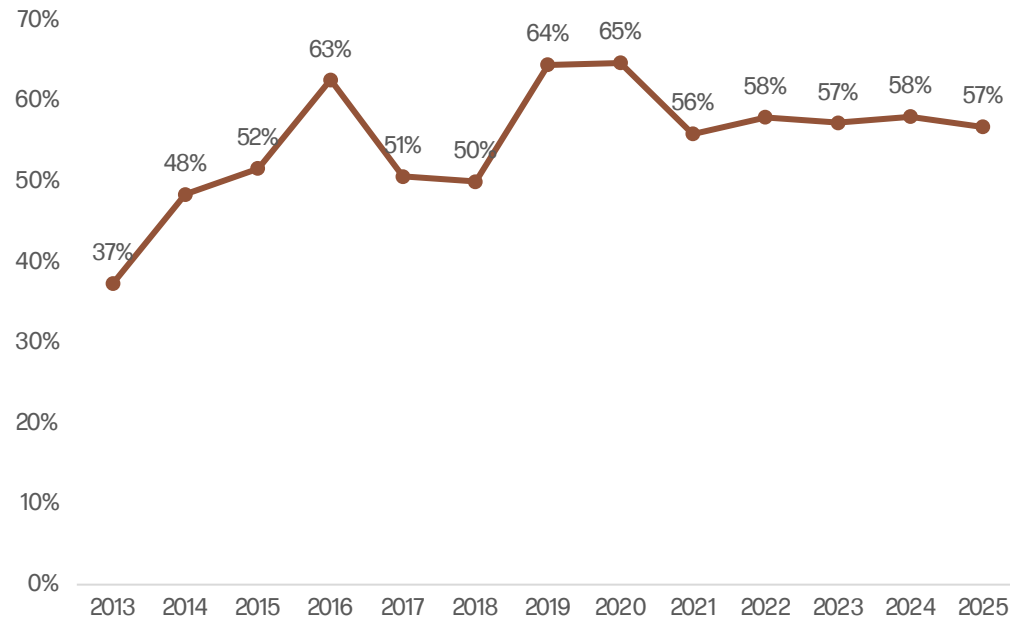


**SUSTAINABLE
BRAND INDEX**

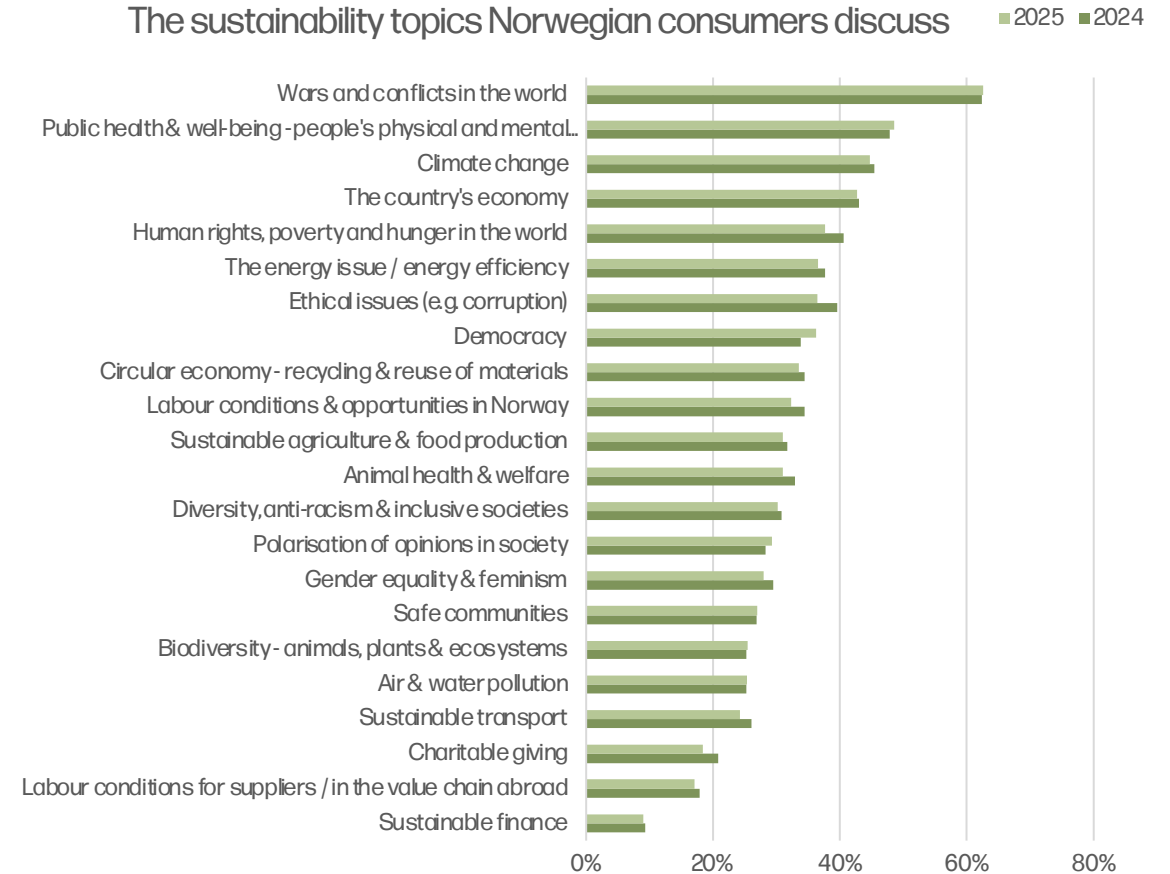
by SB Insight

Interest in sustainability among Norwegian consumers is stable despite a turbulent world.

The share of Norwegian consumers discussing sustainability often or sometimes



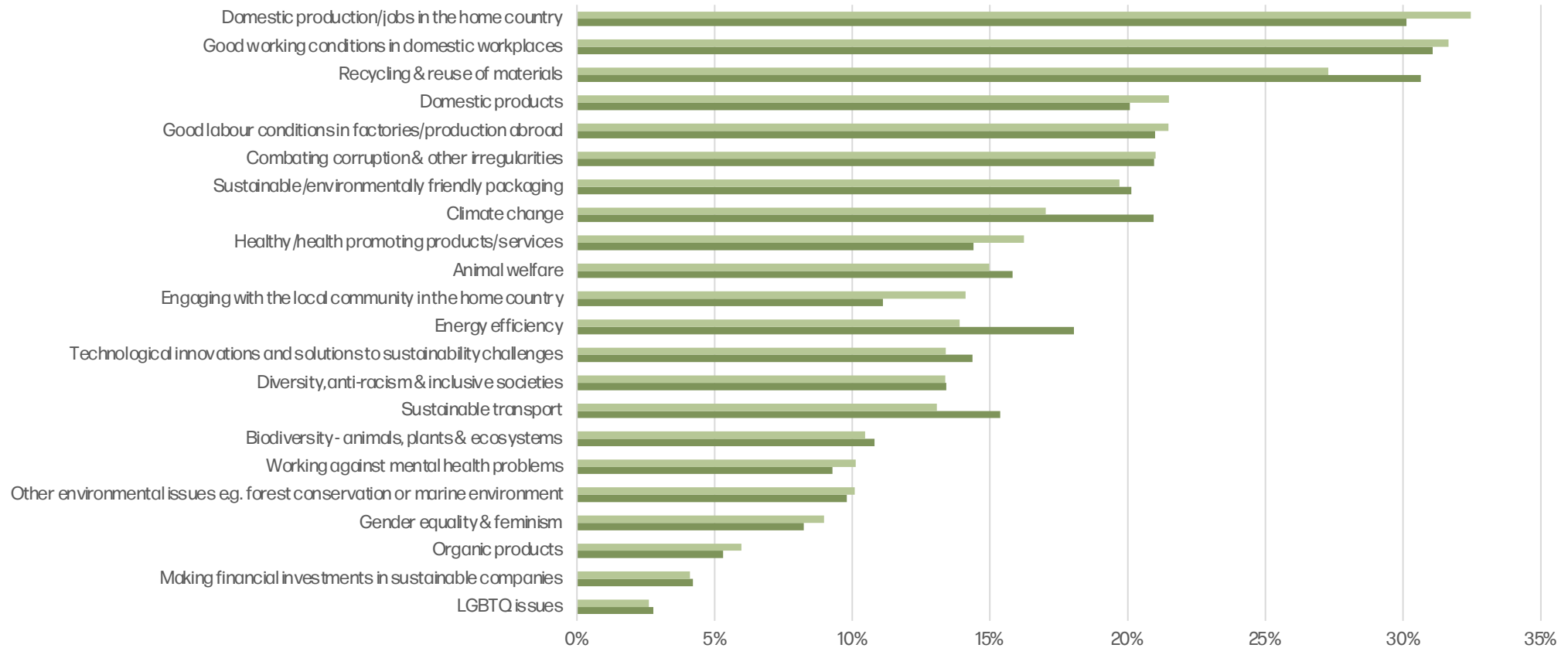
The sustainability topics Norwegian consumers discuss



Sustainability priorities remain very stable in the eyes of Norwegian consumers

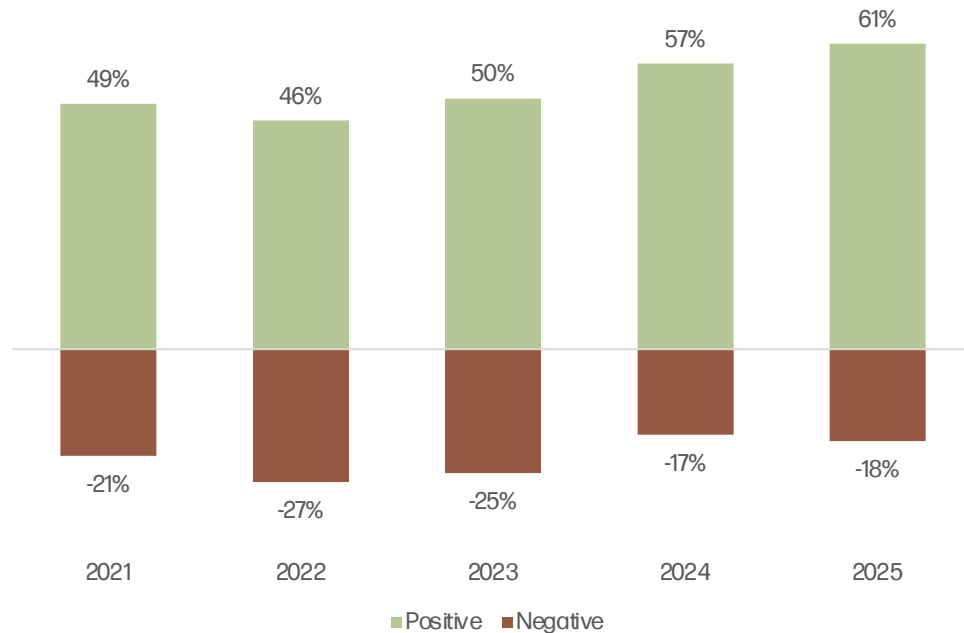
These sustainability areas, Norwegian consumers think companies should prioritise

■ 2025 ■ 2024

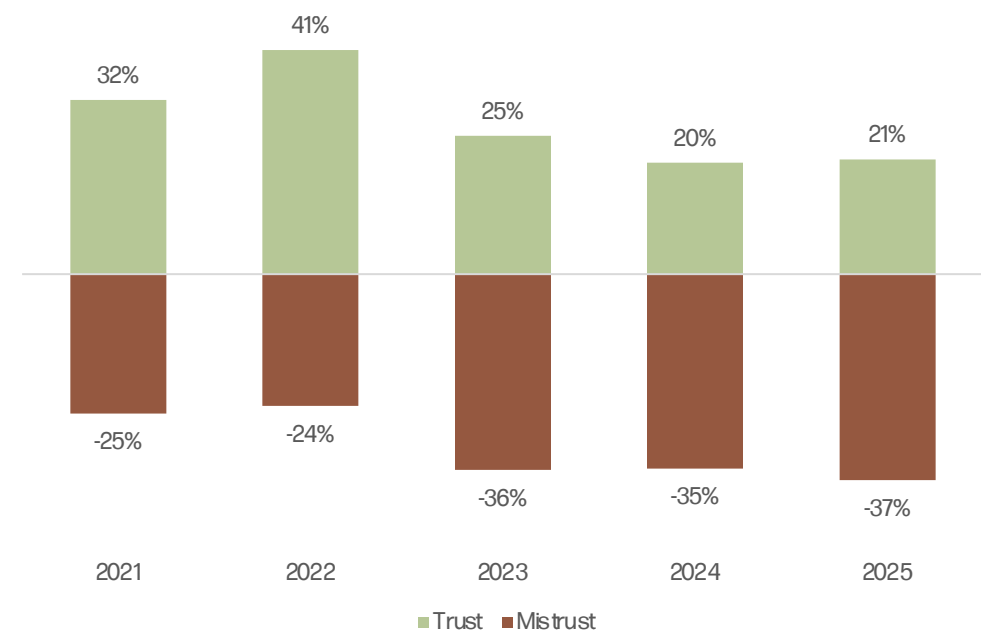


The positive attitude to sustainability communication as a concept keeps going up for the 4th year in a row. However, the mistrust of the sustainability communication that consumers actually see reaches an all-time high.

Attitude to sustainability communication from companies and brands.

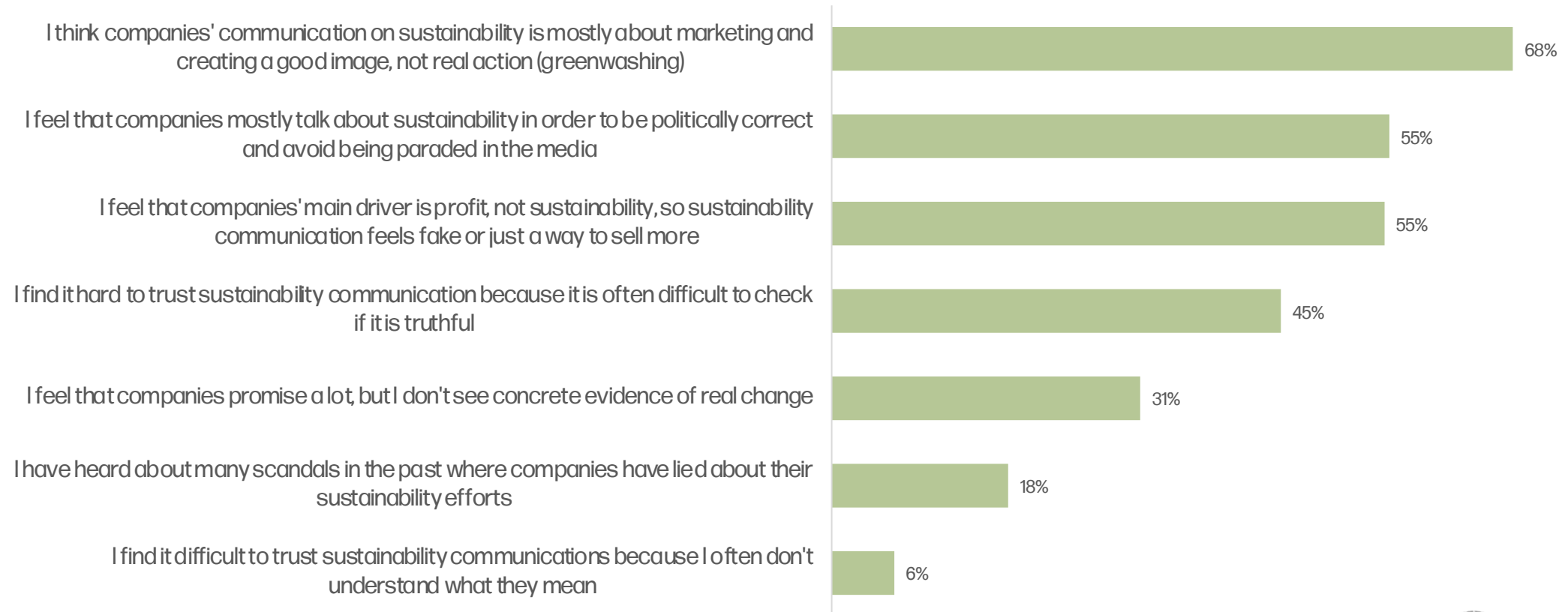


Trust in sustainability communication from companies and brands.



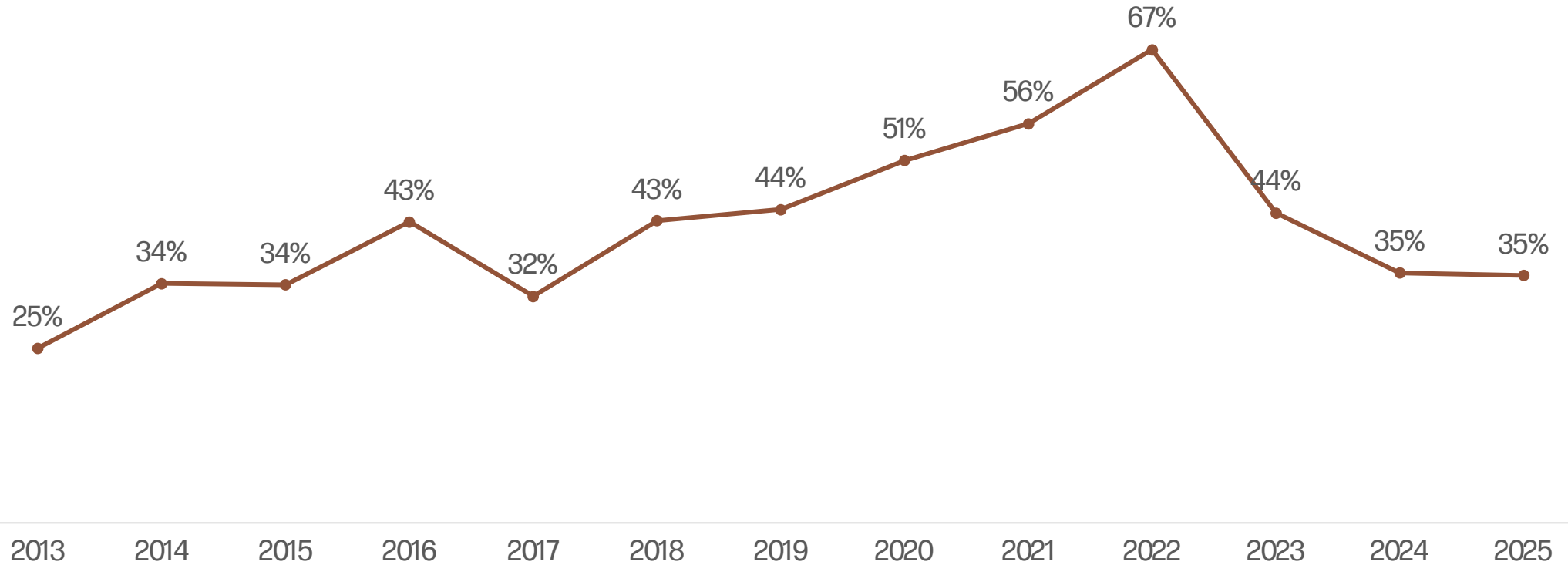
Many Norwegian consumers doubt the authenticity of companies' sustainability communication and the reason why they engage in it.

The reasons why Norwegian consumers mistrust sustainability communication
(Answered only by consumers that answered they mistrust sustainability communication)



The average ranking score remains stable after two strongly negative years, meaning that the current perceptions of the brands' sustainability levels are low and unchanged.

Average SBI ranking score



Top 30: Änglamark takes the lead from Finn.no, Posten remains 3rd and Vinmonopolet keeps climbing

1. Änglamark
2. Finn.no
3. Posten
4. Q-Meieriene
5. Flytoget
6. Tine
7. Vinmonopolet
8. Rørosmeieriet
9. IKEA
10. Vy
11. Stormberg
12. Felleskjøpet
13. Kiwi
14. Solvinge
15. Ruter
16. Den Stolte Hane
17. Thon Hotels
18. Strawberry
19. Kavli
20. Vy Buss
21. Mestergrønn
22. Vipps
23. Bergans of Norway
24. Gilde
25. Sporveien
26. Scandic Hotels
27. Coop
28. KLP
29. SpareBank 1
30. Norrøna

The brands that climb the most and drop the most ranking positions between 2024 and 2025

Climbing the most

1. Park Inn by Radisson
2. NetOnNet
3. Color Line
4. Finsbråten
5. Burger King
6. Hafslund
7. Høyer
8. Fjordkraft
9. Grandiosa
10. ALI Kaffe
11. Joker
12. KLM
13. Bohus
14. Fagmøbler
15. Rituals
16. KiMs
17. Norwegian
18. Nordea
19. Stena Line
20. Dove
21. Renault
22. Nordfjord Kjøtt
23. Ving
24. Ice
25. Motkraft

Dropping the most

1. Pierre Robert
2. Sbanken
3. Helthjem
4. Europris
5. Haugaland Kraft
6. Å Energi
7. Frende
8. McDonald's
9. Adidas
10. Nille
11. H&M
12. INTERSPORT
13. Circle K
14. Elon
15. Nissan
16. TrønderEnergi
17. Biltema
18. NorgesGruppen
19. Eldorado
20. Shell
21. First Price
22. Radisson Blu
23. Kaffebrenneriet
24. Lindex
25. YX