

NORWAY



YouGov's Best Brands 2025

Discover the top performing global brands over the last 12 months and in Norway.

[/Research Reality](#)



Methodology

YouGov's Best Brands 2025 are powered by YouGov BrandIndex.

Based on over a million customer surveys in 28 markets, rankings are based on brands' Index scores taken from YouGov BrandIndex, between January 1st, 2024, and December 31st, 2024. The Index score within YouGov BrandIndex is a composite measure that summarizes overall brand health.

The six-component metrics of the Index score are:

- **Impression:** Do people have a positive or negative impression of the brand?
- **Quality:** Do people perceive the brand's products or services as good or poor-quality?
- **Value:** Does the brand offer good or poor value for money?
- **Satisfaction:** Are customers satisfied or dissatisfied with their experience of the brand?
- **Reputation:** Would people be proud or embarrassed to work for the brand?
- **Recommend:** Would people recommend the brand to others, or tell them to avoid it?

Brands must have a minimum sample size of 300 to be included. For a brand to qualify as a top 10 brand, it must have scores available for at least 6 months (183 days).

Top improvers are ranked based on year-on-year improvement to Index score, between January 1st, 2023, and December 31st, 2024. All scores are rounded. For brands with the same change in score, ranking is based on highest 2024 Index score. For a brand to qualify as a most-improved brand, it must have scores available for at least 18 months (548 days).

Top ranked

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YouGov Best Brand Rankings 2025 Top 10 Ranked: Norway

Rank	Brand name	Score
1	Vipps	51.7
2	FINN.no	39.1
3	NRK TV	38.5
4	Kiwi	37.5
5	Clas Ohlson	35.7
6	Tine	34.7
7	IKEA	34.2
8	Norwegian	33.7
9	BankID	33.6
10	Rema 1000	32.3

Top improvers

YouGov Best Brand Improvers 2025 Top 10 Improvers: Norway

Rank	Brand name	Score	Previous score	Change in score
1	TV 2 Play	21.4	16.9	4.5
2	BankID	33.6	30.9	2.7
3	Netflix	29.8	27.8	2.0
4	Jula	23.2	21.3	1.9
5	BMW	18.5	16.7	1.8
6	Ving	17.6	15.8	1.8
7	Bank Norwegian	6.4	4.6	1.8
8	SAS	24.9	23.2	1.7
9	Volvo	28.6	27.1	1.5
10	Bunnpris	1.9	0.5	1.4

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Thank you

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