

NORDICS



YouGov's Best FMCG Brands 2026

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

[/Research Reality](#)



Methodology

YouGov's Best FMCG Brands 2026 are powered by YouGov BrandIndex.

The FMCG top rankings are based on brand Index scores taken from YouGov BrandIndex, between January 1st, 2025, and December 31st, 2025. 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 are tracked in FMCG sectors and ranked based on the highest-ranking per market.

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 ranked

[Get in touch](#)

YouGov Best FMCG Brand Rankings 2026 Top 10 Ranked: Norway

Rank	Brand name	Score
1	Tine	33.8
2	Gilde	32.2
3	Freia	29.3
4	Q-Meieriene	29.0
5	Hennig Olsen	28.7
6	Wasa	27.0
7	Diplom-Is	25.9
8	Prior	23.9
9	Sørlandschips	22.2
10	Stranda	22.1

Thank you