Nordic Council of Ministers

NORMO 2025

NORDIC MONITORING 2014–2024
Status and development of diet, physical activity, use of nicotine products, alcohol and overweight



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This publication is also available online in a web-accessible version at:
https://pub.norden.org/nord2025-026/

Secretary General's Preface



Karen Ellemann, the Secretary General of the Nordic Council of Ministers (Photo: Jens Honore / Norden.org)

I am proud to introduce the Nordic Monitoring 2025 (NORMO 2025). This is an important report for all of us. It provides worrying statistics of areas that impacts the continued development of the Nordic region; and constitutes an important foundation for the development of stronger food and health policies. It is the result of hard work of researchers across the Nordics, and it highlights the state of our eating habits, activity levels and overweight.

I have to say it as it is: We are on a path towards becoming a sedentary and overweight Nordic population characterized by spending excessive time behind our screens while eating unhealthy and unsustainable food.

This latest edition of NORMO unfortunately makes for grim reading. But I have decided to see it as a call to action, to further strengthening our efforts to promote a more sustainable food and health situation in the Nordic region.

Our diets are moving further away from what the best available evidence tells us is healthy and sustainable, as outlined in the Nordic Nutrition Recommendations 2023 (NNR2023). NORMO 2025 tells us that **56% of the Nordic adults and 1 in 5 of all our children are overweight or obese**. The intake of fruits, vegetables, and whole grains has declined, while the consumption of sugary foods and drinks has increased. Primarily young people are increasingly consuming energy drinks and caffeinated beverages, that can cause mental and sleep disorders and concentration difficulties.

Food and good health are necessities, and they are connected to every aspect of building a healthy and sustainable Nordic region. **Unhealthy lifestyles and food habits entail significant risks, not only for the individual but also for our societies at large.** We therefore have a shared political responsibility for change. A population with unhealthy lifestyles and food habits comes at a high cost to our health care systems and is a risk to the resilience of the region.

NORMO 2025 also highlights that the effects of social inequalities in the Nordic region continues to strongly affect behaviours. **Individuals from lower educational backgrounds report poorer dietary habits, higher rates of overweight and obesity, and increased use of nicotine and alcohol, compared to those with higher education.** This is a trajectory that we need to change.

The change towards a healthy and sustainable Nordic region starts with our food. Both nationally and regionally, the Nordic countries are committed to enable more healthy and sustainable behaviours. The NNR2023 is an important tool for national dietary guidelines, informing the Nordic consumers for healthy and sustainable behaviours. But guidelines are not enough. Research and evidence tell us that we need stronger policy tools to enable behaviour change.

With Nordic cross-sector and cross-border action, I hope we can change the trends identified by NORMO 2025. I hope you will join us on a journey towards a new path to becoming an active and healthy region characterized by wellbeing, social interactions, and love for healthy and sustainable food.

Executive Summary



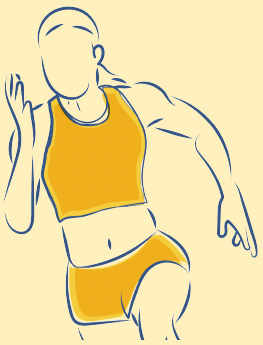
Diet

Diet quality in the Nordic Region shows an unfavourable development since 2014, with lower intake of plant-based foods and higher intake of discretionary foods and beverages. Consumption of fruits, vegetables, pulses, whole grains, and fish in 2024 is low compared to NNR2023 recommendations, while meat intake is relatively high and intakes of discretionary items remain high, in particular discretionary beverages. Differences between countries reflect national dietary patterns and cultural preferences. Educational and socioeconomic disparities persist, with healthier and more sustainable diets more common among individuals with higher education. Continued harmonization of dietary monitoring methods is needed for improved comparability and assessment of adherence to recommendations.



Alcohol

Overall alcohol consumption has remained stable across the Nordic Region from 2014 to 2024, with notable national differences. Denmark shows the highest frequency of alcoholic beverage consumption and binge drinking prevalence, while Iceland and Finland show the lowest. Men and young adults report higher levels of consumption and binge drinking than women and older adults. Despite modest declines in binge drinking in Norway and Sweden, hazardous drinking still occurs. Cross-country differences are consistent with variation in alcohol policies and pricing structures.



Physical Activity and Sedentary Behaviour

About one quarter to one third of adults in the Nordic countries do not meet physical activity recommendations. Children show similar or higher prevalence of inactivity, with around half not meeting recommendations. Recreational screen time is high among both adults and children. Physical inactivity and sedentary behaviour vary by education level and country, with higher inactivity among adults with lower education. Differences between countries suggest variation in infrastructure and lifestyle. The findings suggest that a substantial proportion of both adults and children in the Nordic Region fail to meet the WHO physical activity recommendations.



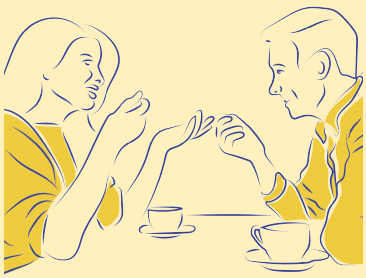
Overweight and Obesity

More than half of adults in the Nordic Region have overweight or obesity, and one in five are classified as having obesity. The prevalence of overweight or obesity is highest in Iceland and lowest in Denmark and Sweden. Among children, nearly one in five have overweight or obesity, and 4 % has obesity. Between 2014 and 2024 among adults, the prevalence of both OW/OB and OB increased in most countries, particularly Iceland, Finland and Sweden. Among children the increase in the prevalence of overweight or obesity was most pronounced in Denmark, Iceland and Finland. Educational gradients persist, with higher weight status being more common among those with lower education. Self-reported height and weight likely underestimate true prevalence. Findings highlight the importance of continued, comparable surveillance to track developments over time.



Smoking, Snuff, Nicotine Pouches, and E-Cigarettes

Daily smoking declined in the Nordic region between 2014 and 2024, from about 16 % to 10 %. At the same time, use of snuff and nicotine pouches increased, resulting in stable overall nicotine exposure, with about one in four adults using a nicotine product daily. E-cigarette use remains low but varies between countries. Men and younger adults are more likely to use smokeless nicotine products, while smoking is more common among older adults. A clear inverse association with education is seen across all nicotine products. The results indicate a shift from smoked to smokeless products, with persistent nicotine dependence at the population level.



Conclusion

Behavior in the Nordic region has become less healthy and sustainable and policy-level factors such as restricting advertising for unhealthy food to children, retail regulation of alcohol and nicotine products, transport, equitable access to recreation, and reductions in screen-based sedentary time, and pricing and taxation could play a crucial role in promoting more healthy and sustainable changes in behaviour across the Nordic region.



Objectives

The main objectives of the NORMO study are to monitor trends over time and status in Denmark, Finland, Iceland, Norway and Sweden among children 7–12 y and adults 18-65 y in:

- Diet quality and frequency of food consumption
- Physical activity and sedentary behaviour
- Overweight and obesity prevalence.

Among adults the use of alcohol, tobacco, snuff, nicotine pouches and e-cigarettes are also measured to enable monitoring trends for nicotine use over time from 2014 to 2024. In the current results from 2024, measures of sustainable diet and activity have been included to provide knowledge to the Vision 2030 of the Nordic Council of Ministers to become the most sustainable and integrated region in the world in 2030.

The study identifies similarities and differences in health and sustainable behaviours in Denmark, Finland, Iceland, Norway, and Sweden and compares intake of selected foods, physical activity, alcohol consumption and use of tobacco and nicotine products between countries to recommendations on diet and physical activity. A further objective is to examine social inequality in diet, physical activity and overweight.



Methods

Study Design

Diet and alcohol consumption, physical activity, use of tobacco and nicotine products, body weight, height, and educational level were monitored using questionnaire data collected through a mixed-mode approach. Computer-assisted telephone interviews (CATI) served as the primary method, while computer-assisted web interviews (CAWI) were offered as a secondary option. The online questionnaire was introduced in the 2024 data collection to improve response rates (Greene et al. 2008). To maintain comparability with the 2014 data collection, the distribution of data collection methods was planned to be 75% via telephone interviews and 25% via online questionnaires.

In each Nordic country, a simple random sample of adults and children was drawn from national population registers. The sample included adults aged 18–65 and children aged 7–12 (from registers as of 1 October 2023); in Sweden, parents of 7–12-year-olds were sampled, and when more than one child qualified, the child with the most recent birthday was selected. The target sample size was 1,000 adults and 500 children from each of the five Nordic countries.

In Denmark, sampling was provided by the Danish Health Data Authority (Sundhedsdatastyrelsen) and phone-number enrichment by Bisnode–Dun & Bradstreet. In Finland, sampling was provided by the Digital and Population Data Services Agency (Väestörekisterikeskus) and enrichment by Profindr. In Iceland, sampling was provided by Registers Iceland (Þjóðskrá) and enrichment by Gallup Iceland. In Norway, sampling was provided by the Norwegian Tax Administration (Skatteetaten) and enrichment by Bisnode–Dun & Bradstreet. In Sweden, sampling was provided by the State Personal Address Register (SPAR; Statens personadressregister) and enrichment by ILR Media.

Norstat Denmark coordinated the overall data collection and collaboration across countries. Local Norstat offices conducted data collection in Denmark, Finland, Norway, and Sweden, while Gallup Iceland was responsible for data collection in Iceland.

Only individuals enriched with a phone number were included in the invitation process. Adult participants and parents or guardians of child participants received an invitation letter via SMS one week before interview attempts began. Interviewers made up to six contact attempts by phone at varying times. After three attempts, a follow-up SMS with

a link to the online questionnaire was sent. If unanswered within 48 hours, calling resumed. After six total attempts without contact, the case was closed.

Questionnaire

The questionnaire in the recent survey (see **Appendix 1** and **Appendix 2**) was a modified version of the validated NORMO 2009 questionnaire (Fagt et al. 2012). It consisted of 17 questions for adults and 13 for children. The child version excluded questions related to alcohol consumption and use of tobacco and nicotine products.

The dietary section of the questionnaire used in the 2024 data collection consisted of a Food Frequency Questionnaire (FFQ), in which participants were asked to reflect on their food and beverage intake the last 12 months and report the average frequency of their intake per day, week or month. Alcohol consumption was assessed through questions on frequency of intake over the past 12 months, the number of alcoholic drinks consumed per day during the last seven days, and occasions of binge drinking (defined as ≥5 units) during the past month. The physical activity section captured hours and minutes spent on both "moderate or harder" and "vigorous" leisure-time physical activity during the past week. It also included active transportation (walking and cycling), as well as time spent on leisure screen activities, which was used as an indicator of sedentary behaviour. Following this, participants were asked about their use of tobacco and nicotine products, with separate items addressing smoking, snuff, nicotine pouches, and e-cigarette use. The final sections of the questionnaire included items on educational attainment and self-reported height and weight.

An English master version of the questionnaire was translated into the five Nordic languages by the respective national working groups. Translations were then compared by the working group. A feasibility and pilot study was carried out in Norway and Sweden prior to the main data collection.

Changes from 2014 to 2024

The questionnaire for adults and children used in 2024 underwent susbstantial revisions compared to the questionnaire used in 2014. Question structures and wording were simplified to improve clarity and reduce response time. Control filters were introduced to enhance data quality. Redundant items were removed, while new, more relevant questions were added — including items on sustainability, such as meat and pulse consumption, dairy intake, and active transportation. Country-specific examples were incorporated throughout, particularly in questions about fats, dairy products, bread types, and energy drinks. Screen time questions were updated to reflect current technology use. The adult questionnaire included a new item on weekly alcohol consumption and expanded the tobacco section to cover e-cigarettes and nicotine pouches. Sensitive questions on weight and height were moved to the end of the questionnaire. Finally, the education section was revised using ISCED-inspired categories, supplemented with country-specific examples. See **Appendix 3** for a detailed overview of the revisions.

Statistical Methods

Survey weights

Sample weights were developed to improve the representativeness of each country's sample based on age, gender, and education level (parent or guardian education for the child survey). Full details on the weighting procedure are described in **Appendix 4**.

Survey measures

Dietary intake

Dietary outcomes were based on self-reported consumption frequencies. Composite variables were created where appropriate. Outcomes included total fruit and vegetable intake (excluding juice), fruit, vegetables (including pulses), pulses (not assessed in 2014), whole grain bread (hard, rye, and whole wheat), fish, meat (including subtypes), dairy (cheese and milk products), discretionary foods (cake, pies, biscuits, chocolates, candy), discretionary drinks (sugary beverages, energy drinks, and sugar-free beverages), and juice.

Alcohol use

Alcohol consumption frequency was assessed over the past 12 months. Binge drinking was defined as consuming ≥5 drinks on one occasion at least once in the past month. The number of alcoholic drinks consumed per day was assessed over the last seven days (2024 only). Individuals reporting ≥30 drinks in any one day were excluded as outliers.

Physical activity and sedentary behaviour

Physical inactivity was defined based on WHO 2020 guidelines. Vigorous activity was weighted double compared to moderate activity (i.e., 75 minutes of vigorous activity was equivalent to 150 minutes of moderate activity). Additional outcomes included screen time, total moderate-to-vigorous physical activity, and time spent walking or cycling. Implausible values were excluded: MVPA > 35 h/wk (adults, children), VPA > 21 h/wk (adults), and leisure screen time > 18 h/day (adults, children); out-of-range values were flagged only for children. Screen time measures from 2014 and 2024 were not directly comparable, so only 2024 data were reported.

Tobacco and nicotine use

Tobacco-related outcomes included daily smoking, smokeless nicotine use (snuff and nicotine pouches), and e-cigarette use. Composite indicators were created for any daily use. Smokeless nicotine was not assessed in Denmark in 2014; e-cigarettes were not assessed in any countries in 2014.

Anthropometrics

Self-reported height and weight were used to calculate BMI. Values outside expected age-specific ranges were flagged as extreme and excluded. Due to inconsistencies in units, height values outside the expected range in centimeters were checked against meters, millimeters, and inches; if within range after conversion, they were retained. Adults were classified as having overweight if BMI was 25–30, and having obesity if BMI >30. Children were classified using age-specific cutoffs.

Educational level

For adults, education was categorized as low (primary education, ≤10 years), medium (upper secondary education), or high (higher education, including short-cycle tertiary education or above). For children, education was defined as the highest educational attainment of the parent or guardian completing the interview and was categorized as low/medium (primary education, ≤10 years, or upper secondary education) or high (higher education, including short-cycle tertiary education or above).

Statistical analysis

Survey weights were applied within each country and then rescaled so that each country contributed equally to the pooled Nordic average, regardless of population size. All analyses were conducted using R version 4.4.2 (2024-10-31) and relevant packages, including survey, srvyr, emmeans, dplyr, and ggplot2. Survey-weighted generalized linear models (svyglm) were used to estimate overall means and group differences in continuous and categorical outcome variables. Models were run separately within each country and for the pooled Nordic Region. Nordic means were only presented for outcome variables measured with equivalent survey questions across all countries.

Comparisons were conducted for adults across gender (male, female), age group (18–29, 30–44, 45–65), education level (low, medium, high), and NORMO survey year (2014, 2024). For children, comparisons were made across gender (male, female), parent/guardian education level (low/medium, high), and survey year (2014, 2024). For children, the low-education group was too small for separate analysis and was combined with the medium-education group. Global p-values were calculated using regTermTest() from the survey package to test the overall significance of each grouping variable. Estimated marginal means and pairwise comparisons were obtained using emmeans(), with 95% confidence intervals computed using design-based standard errors that accounted for the complex survey design. For each analysis, all available observations with non-missing values for the specific variable being analyzed and the relevant grouping variable(s) were included (i.e., a complete case approach per outcome variable).

However, the analyses were descriptive and did not include statistical adjustments for potential confounding by age or gender, which may influence some observed differences between countries or subgroups. As such, results should be interpreted as population-level patterns rather than causal relationships

Pairwise comparisons were only performed after a statistically significant global test. Due to the large number of dietary questions, $p < 0.001$ was used as the cut-off for statistical significance. For all other data questions, $p < 0.05$ was used.

Because data collection seasons differed between 2014 and 2024 in all countries except Finland (see chapter on Study participation and composition), we limited cross-year comparisons accordingly. Measures with longer recall periods—diet (12 months), alcohol frequency (12 months), binge drinking (30 days), and tobacco/nicotine (current/ever use)—were compared across years. Physical activity and sedentary behaviour was assessed over the prior seven days, so cross-year analyses were conducted only for Finland, and no Nordic averages were presented for physical activity. The number of alcoholic drinks per day over the past seven days was not assessed in 2014.

For dietary data visualizations, country-level mean intake frequency of selected dietary variables in 2024 were expressed as a percentage relative to the pooled Nordic average (set to 100%). This normalization approach facilitates visual comparisons across countries by highlighting deviations from the regional average.

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Study Participation and Composition

Adults

Data collection

Data collection began in March 2024 in Denmark, Iceland, Norway, and Sweden. Data collection finished in May 2024 in Iceland and Norway, in July 2024 in Sweden, and in September 2024 in Denmark, where a new sample required a pause from May to July. In Finland, data collection was postponed due to contracting procedures taking longer than anticipated. As a result, data was collected between September and November 2024.

Among adult participants, the average duration of telephone interviews was approximately 13 minutes, while completing the online questionnaire took around 14 minutes on average.

Table 1. Participation – Adults – Dates. First and last interview date among adults. Survey 2024.

Interview period	First CATI	Last CATI	Last CAWI
Denmark*	18-03-24	05-08-24	10-09-24
Norway	20-03-24	28-05-24	29-05-24
Sweden	21-03-24	05-07-24	05-07-24
Finland	16-09-24	05-11-24	08-11-24
Iceland	20-03-24	24-05-24	24-05-24

* Data collection was paused from 13-05-24 to 22-07-24 due to sample shortage and waiting time in the process of acquiring a new sample.

Participation Rates

From a simple random sample of 85,000 adults, 40% were successfully enriched with telephone numbers. The enrichment rate varied considerably across countries, ranging from 27% in Finland to 81% in Iceland. From the enriched sample, 26,002 adults were randomly selected and invited to participate in in the survey in 2024. The overall response rate across the Nordic countries was 19%, with country-specific rates ranging from 12% in Sweden to 30% in Iceland.

In total, 5,059 adults participated in in the survey in 2024. However, one participant, aged 73, was excluded from the final dataset due to being well outside the target population (18–65 years). Additionally, four participants were invalidated due to extreme height and weight. Consequently, the final number of participants included in the analysis was 5,054.

The primary reason for non-participation among adults was that interviewers were unable to reach the invited individuals within the maximum number of call attempts. The second most common reason was that individuals declined to participate. In Sweden, incorrect telephone numbers were also a major contributor to the high non-participation rate, whereas in Finland, frequent occurrences of busy lines or voicemail were common barriers to participation.

Table 2. Participation – Adults – Response. Adult sample, enriched individuals, invited, participants, and response rate. Survey 2024.

	Denmark	Finland	Iceland	Norway	Sweden	Nordic Region
Sample [a] (n)	20000	20000	10000	10000	25000	85000
Enriched [b] (n, %)	6537 (33)	5367 (27)	8050 (81)	5393 (54)	8297 (33)	33644 (40)
Invited [c] (n)	4421	5011	3401	4872	8297	26002
Participants (n)	1004	1020	1023	1011	1001	5059
Response rate (%)	23	20	30	21	12	19

a Simple random sample from national population registers.
b Individuals from the simple random sample enriched with telephone numbers.
c Individuals randomly selected from the enriched sample.

Table 3. Participation – Adults – Non-Participation. Reasons for non-participation among adults (n). Survey 2024.

	Denmark	Finland	Iceland	Norway	Sweden	Nordic Region
Completed [a]	1004	1020	1023	1011	1001	5059
Reasons for non-participation						
Appointment [b]	29	50	55	49	36	219 (1%)
Callback [c]	10	476	158	74	15	733 (3%)
Not in the target group (screened) [d]	180	107	33	89	204	613 (3%)
Refusal [e]	1142	847	655	1156	1018	4818 (23%)
Refusal (Black list) [f]	8	21	2	0	46	77 (0.4%)
Timeout Callback [g]	1836	2202	1374	2427	5290	13129 (63%)
Wrong number [h]	212	288	101	66	687	1354 (6%)
Total non-participation	3417	3991	2378	3861	7296	20943

a Completed: Interview completed.
b Appointment: Participant was contacted, and a callback was scheduled, however subsequent attempts were unsuccessful.
c Callback: Includes busy line or voicemail. No direct contact was made with the participant.
d Not in target group (screened): Participant did not meet the inclusion criteria due to age, incorrect name or address, or language barriers.
e Refusal: Participant declined to participate.
f Refusal (Blacklist): Listed on Norstat's do-not-contact list after requesting not to be contacted again in a previous Norstat-survey.
g Timeout Callback: Maximum number of call attempts was reached without contact.
h Wrong Number: The dialled number was non-existent.

Characteristics of adult participants

Across the Nordic countries, 73% of respondents completed a telephone interview, while 27% responded via the online questionnaire. In Iceland, 80% participated by telephone and 20% completed the online questionnaire.

The samples of adults aged 18–65 years were drawn from national registers based on records as of October 1, 2023. Since data collection started in spring (and in Finland during autumn), the participants' actual ages at the time of data collection ranged from 18 to 66 years. 66 year olds were included in the 45–65 year age group in tables and analyses.

In all Nordic countries, more women than men participated (53% vs. 47%). Participation was highest among the oldest age group (63%) and lowest among the youngest age group (9%). Moreover, participation was highest among individuals with higher levels of education (58%), particularly in Norway (63%), whereas participation was lowest among those with the lowest level of education (5%). Compared to the general population in each country, women, 45–65-year-olds, and those with a high level of education were overrepresented in the survey (**Appendix 4**). Conversely, men, 18–29-year-olds, and those with a low level of education were underrepresented. To account for these discrepancies, survey weights were applied in the different analyses.

Table 4. Participation – Adults – Characteristics. Characteristics of the adult study population (n, %). Survey 2024.

	Denmark	Finland	Iceland	Norway	Sweden	Nordic Region
Education Group	n=1000	n=1018	n=1016	n=1006	n=994	n=5034
Low	55 (5.5%)	34 (3.3%)	118 (11.6%)	31 (3.1%)	32 (3.2%)	270 (5.4%)
Medium	367 (36.7%)	434 (42.6%)	313 (30.8%)	338 (33.6%)	377 (37.9%)	1829 (36.3%)
High	578 (57.8%)	550 (54.0%)	585 (57.6%)	637 (63.3%)	585 (58.9%)	2935 (58.3%)
Age Group	n=1004	n=1020	n=1021	n=1010	n=999	n=5054
18-29	115 (11.5%)	71 (7.0%)	86 (8.4%)	121 (12.0%)	78 (7.8%)	471 (9.3%)
30-44	248 (24.7%)	248 (24.3%)	307 (30.1%)	245 (24.3%)	335 (33.5%)	1383 (27.4%)
45+	641 (63.8%)	701 (68.7%)	628 (61.5%)	644 (63.8%)	586 (58.7%)	3200 (63.3%)
Sex	n=1004	n=1020	n=1021	n=1010	n=999	n=5054
Male	482 (48.0%)	480 (47.1%)	439 (43.0%)	499 (49.4%)	463 (46.3%)	2363 (46.8%)
Female	522 (52.0%)	540 (52.9%)	582 (57.0%)	511 (50.6%)	536 (53.7%)	2691 (53.2%)
Survey method	n=1004	n=1020	n=1021	n=1010	n=999	n=5054
CATI	710 (70.7%)	724 (71.0%)	820 (80.3%)	740 (73.3%)	708 (70.9%)	3702 (73.2%)
CAWI	294 (29.3%)	296 (29.0%)	201 (19.7%)	270 (26.7%)	291 (29.1%)	1352 (26.8%)

Children

Data collection

Data collection began in March 2024 in Denmark, Iceland, Norway, and Sweden. Data collection ended in April in Iceland and Norway, June in Sweden, and August in Denmark. In Finland, data collection was postponed due to contracting procedures taking longer than anticipated. As a result, data was collected between September and November 2024.

For child participants, a parent or guardian completed the interview or online questionnaire. Telephone interviews lasted about 11 minutes on average, and the online questionnaire took approximately 13 minutes to complete.

Table 5. Participation – Children – Dates. First and last interview date among children. Survey 2024.

	First CATI	Last CATI	Last CAWI
Denmark	18-03-2024	09-05-24	27-08-24
Norway	20-03-2024	16-04-24	17-04-24
Sweden	21-03-2024	12-06-24	24-06-23
Finland	16-09-2024	21-10-24	07-11-24
Iceland	20-03-2024	22-04-23	22-04-24

Participation Rates

From a simple random sample of 42,968 children, 40% were successfully enriched with telephone numbers. As with adults, the enrichment rate among children varied significantly across countries, ranging from 22% in Finland to 84% in Iceland. From the enriched sample, 12,450 children were randomly selected, and their parents or guardians were invited to participate in the study. The overall response rate across the Nordic countries was 20%, with country-specific rates ranging from 13% in Sweden to 27% in Iceland.

In total, 2,538 children participated in in the survey 2024. However, one participant was excluded because it was entered twice in the dataset, another was excluded for missing an ID number, and two participants were invalidated due to extreme height and weight. Consequently, the final number of participants included in the analysis was 2,534.

As with adults, the primary reason for non-participation among children was that interviewers were unable to reach the parents or guardians of participants within the maximum number of call attempts. An exception was Norway, where the most frequent reason for non-participation was repeated occurrences of busy lines or voicemail. Both refusals to participate and the occurrence of busy lines and voicemail were common reasons for non-participation across countries. In Iceland, uniquely, the second most common reason for non-participation was unsuccessful follow-up calls to scheduled telephone interviews. In Sweden, incorrect telephone numbers were also a relatively frequent reason for non-participation.

Table 6. Participation – Children – Response. Child sample, number of enriched individuals, invited, participants, and response rate. Survey 2024.

	Denmark	Finland	Iceland	Norway	Sweden	Nordic Region
Sample [a] (n)	5000	15468	5000	5000	12500	42968
Enriched [b] (n, %)	2134 (43)	3438 (22)	4200 (84)	2816 (56)	4632 (37)	17220 (40)
Invited [c] (n)	2134	2291	1883	2347	3795	12450
Participants (n)	509	503	510	510	506	2538
Response rate (%)	24	22	27	22	13	20

a Simple random sample from national population registers.
b Individuals from the simple random sample enriched with telephone numbers.
c Individuals randomly selected from the enriched sample.

Table 7. Participation – Children – Non-Participation. Reasons for non-participation among children (n). Survey 2024.

	Denmark	Finland	Iceland	Norway	Sweden	Nordic Region
Completed [a]	509	503	510	510	506	2538
Reasons for non-participation						
Appointment [b]	58	51	345	56	141	651 (7%)
Callback [c]	292	434	98	760	424	2008 (20%)
Not in the target group (screened) [d]	56	70	11	35	75	247 (3%)
Refusal [e]	275	253	113	322	272	1235 (12%)
Refusal (Black list) [f]	1	13	0	20	35	69 (0.7%)
Timeout Callback [g]	870	876	776	623	2077	5222 (53%)
Wrong number [h]	73	91	30	21	265	480 (5%)
Total non-participation	1625	1788	1373	1837	3289	9912

a Completed: Interview completed.
b Appointment: Participant was contacted, and a callback was scheduled, however subsequent attempts were unsuccessful.
c Callback: Includes busy line or voicemail. No direct contact was made with the participant.
d Not in target group (screened): Participant did not meet the inclusion criteria due to age, incorrect name or address, or language barriers
e Refusal: Participant declined to participate.
f Refusal (Blacklist): Listed on Norstat's do-not-contact list after requesting not to be contacted again in a previous Norstat-surve
g Timeout Callback: Maximum number of call attempts was reached without contact.
h Wrong Number: The dialled number was non-existent.

Characteristics of child participants

Across the Nordic countries, 79% of parents or guardians of participating children completed a telephone interview (CATI), while 21% responded via the online questionnaire (CAWI). The distribution between CATI and CAWI varied across countries, ranging from 90% CATI and 10% CAWI in Iceland, to 71.5% CATI and 28.5% CAWI in Sweden.

The samples of children aged 7–12 years were drawn from national registers based on records as of October 1, 2023. Since data collection started in spring (and in Finland during autumn), the child participants' actual ages at the time of data collection ranged from 7 to 13 years. 13 year olds were included in the 7–12 year age group in tables and analyses.

In all Nordic countries, more boys than girls participated (53% vs. 47%). Participation was highest among children whose parents or guardians had a high level of education (73%), with country-specific rates ranging from 81% in Denmark to 66% in Iceland. Compared to the general population in each country, boys and children whose parents or guardians had higher levels of education were overrepresented in the survey (**Appendix 4**). Conversely, girls and children whose parents or guardians had lower levels of education were underrepresented. To account for these discrepancies, survey weights were applied in the different analyses.

Table 8. Participation – Children – Characteristics. Characteristics of the child study population (n, %). Survey 2024.

	Denmark	Finland	Iceland	Norway	Sweden	Nordic Region
Education Group	n=508	n=503	n=505	n=510	n=503	n=2529
Low/Medium	99 (19.5%)	160 (31.8%)	170 (33.7%)	146 (28.6%)	109 (21.7%)	684 (27.0%)
High	409 (80.5%)	343 (68.2%)	335 (66.3%)	364 (71.4%)	394 (78.3%)	1845(73.0%)
Sex	n=508	n=503	n=508	n=510	n=505	n=2534
Male	276 (54.3%)	272 (54.1%)	271 (53.3%)	262 (51.4%)	263 (52.1%)	1344(53.0%)
Female	232 (45.7%)	231 (45.9%)	237 (46.7%)	248 (48.6%)	242 (47.9%)	1190(47.0%)
Survey method	n=508	n=503	n=508	n=510	n=505	n=2534
CATI	407 (80.1%)	395 (78.5%)	455 (89.6%)	380 (74.5%)	361 (71.5%)	1998(78.8%)
CAWI	101 (19.9%)	108 (21.5%)	53 (10.4%)	130(25.5%)	144 (28.5%)	536 (21.2%)

Strengths and Limitations

The Nordic Monitoring System is the only surveillance system that provides comparable data on healthy and sustainable behaviours, as well as overweight, across the Nordic Region. Other national surveys lack comparability due to differences in survey years, age groups, and methodologies. Its comprehensive dietary data provides unique insights into nutritional status and trends.

A key improvement in the survey 2024 questionnaires is the reduced response time, achieved through shorter and reworded questions and a revised sequence that considers the placement of sensitive items. To accommodate new content, questions of minor relevance were excluded. Data quality was enhanced by using control filters, and inclusivity was improved by incorporating country-specific examples. The revisions also reflect a stronger emphasis on sustainability, with new items on sustainable behaviours, including food choices with varying greenhouse gas (GHG) footprints—such as pulses, meat, and dairy—and low-carbon transportation, such as walking and cycling. Additional questions address weekly alcohol consumption, as well as the use of e-cigarettes and nicotine pouches.

Another strength is the mixed-mode design implemented in 2024, in which an online questionnaire was offered as a secondary option to telephone interviews to enhance response rates (Greene et al., 2008). However, mode effects may affect comparability, as telephone interviews tend to elicit more socially desirable responses on sensitive topics, such as lower reported rates of obesity, smoking and alcohol consumption, and higher reported intake of fruits and vegetables and physical activity (Link and Mokdad 2005; Greene et al., 2008). To enable comparability, the use of online questionnaires was limited to approximately 25%, resulting in 27% among adults and 21% among children.

Despite these strengths, the survey has several important limitations.

First, the overall response rate in survey 2024 was notably low across all countries. This finding is consistent with international trends of declining participation in national surveys, as reported in data from 45 countries (International Social Survey Programme, 2025). To mitigate potential bias introduced by the low response rate and to improve the representativeness of the results, statistical weighting techniques were applied.

A further potential source of selection bias arises from the inclusion criteria: only individuals with a registered phone number were invited to participate. This may limit representativeness relative to the general population, as phone listings do not provide fully random coverage.

Among children, analyses of social inequalities in healthy and sustainable behaviours and overweight were constrained by small subgroup sizes. Because the number of children with parents in the lowest education category was limited, the low and medium parental education groups were combined to allow for reliable statistical comparison.

Seasonal variation in data collection also introduces uncertainty, particularly for indicators with short reference periods. Physical activity data refer to the last seven days, but the timing of data collection differed between survey years. In 2014, all Nordic countries collected data in autumn, whereas in 2024, only Finland did so. Norway and Iceland collected data in spring, while Denmark and Sweden collected data in both spring and summer. These differences may affect time-trend comparability. A scoping review found mixed results, showing either no seasonal effect or higher moderate-to-vigorous physical activity (MVPA) levels in spring compared with autumn (Turrisi et al., 2021), patterns that may extend to walking and cycling. Limited evidence also suggested either no differences or slightly higher sedentary behaviour in spring.

Seasonality may likewise influence alcohol consumption and binge drinking, which are assessed over the last seven days and during the past month, respectively. Both tend to increase during the summer months (Knudsen and Skogen, 2015; Leifman and Gustafsson, 2004). In contrast, dietary assessment is less affected by seasonal variation, as it is based on a 12-month reference period.

The 2024 survey also combined TV and computer screen time into a single question. While this change reflects current technology use, it prevents direct comparison with the 2014 survey data.

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Diet

Background

One main objective of the NORMO study is to monitor diet quality and frequency of food consumption, both as trends over time and as current status in Denmark, Finland, Iceland, Norway and Sweden among children aged 7–12 years and adults aged 18–65 years. The aim is to provide knowledge supporting the Vision 2030 of the Nordic Council of Ministers to make the Nordic Region the most sustainable and integrated in the world by 2030.

In the Nordic Nutrition Recommendations 2023 (NNR2023), a predominantly plant-based diet is recommended (Blomhoff et al., 2023). This recommendation is based on health evidence and, where compatible with health outcomes, on environmental sustainability and climate impact. The plant-rich diet is defined as "rich in vegetables, fruits, berries, pulses, potatoes and whole grains, ample amounts of fish and nuts, moderate intake of low-fat dairy products, limited intake of red meat and poultry, and minimal intake of processed meat, alcohol, and processed foods containing high amounts of added fats, salt and sugar" (Blomhoff et al., 2023).

NNR2023 recommends increasing intake of whole grains, vegetables, fruits, berries, potatoes, pulses (legumes), nuts and seeds, and fish from sustainably managed stocks. It recommends reducing red and processed meat consumption and limiting sweets, sugar-sweetened beverages and juice, while maintaining or reducing white meat.

Analytical Notes

This chapter reports the frequency of consumption of foods related to health and environmental sustainability for adults and children in the Nordic countries. Intakes in 2024 are compared with intakes in 2014, where possible, and presented by gender, age, and education level.

Consumption or intake refers to the mean frequency, times per day or per week, except for bread where slices per day are presented. Based on NNR2023, higher intakes of vegetables, fruits, pulses, whole-grain bread, and fish are considered favorable for health and environmental sustainability, while lower intakes of meat and discretionary foods or beverages are considered favorable.

Unless otherwise noted, all differences between survey year 2014 and 2024 and between specific groups (country, age, gender, education level) noted in the text and tables are statistically significant ($p < 0.001$), while comparisons to the Nordic average are qualitative.

Exact p-values can be found in the **Appendix 5**. For each analysis, all available observations with non-missing values for the specific variable being analyzed and the relevant grouping variable(s) were included. For variable-specific sample sizes, see **Appendix 6**. Exact values used in the figures are available in **Appendix 7**.

Key findings

Status 2024

Countries differed, but in general not being in line with NNR 2023 recommendations:

- Total fruits and vegetables were low in all countries, but higher in Finland than all other countries (adults), and higher in Finland/Sweden (children). Pulses were very low and similar across all countries for adults and children, whole-grain bread was highest in Norway; lowest in Sweden and Iceland (children) and in Iceland (adults) compared to the other countries. Fish levels were generally low, tended to be higher in Norway/Iceland (adults and children) than the other countries;
- Total meat was higher in Denmark/Finland partly explained by a higher intake of other meat like chicken, pork, and venison, and lower in Norway/Sweden/Iceland; dairy was higher in Finland and lower in Denmark; discretionary foods was higher in Denmark/Iceland (adults and children) than the other countries, total discretionary drinks was high; highest in Iceland/Denmark/Norway (adults and children).

Trends 2014–2024

- **Total fruits and vegetables:** The Nordic Average decreased among adults and children; decreases mainly driven by fruit.
- **Whole-grain bread:** Decreased in all countries for both adults and children.
- **Fish:** seems unchanged for both adults and children, but uncertain due to questionnaire changes.
- **Discretionary items:** Discretionary drinks increased in adults and children; discretionary foods increased in children and were broadly unchanged in adults.

Demographic patterns

Gender

- Women reported higher fruits and vegetables intake; men reported higher meat intake and more whole-grain bread; women reported more discretionary foods.

Age

- Younger adults consumed more meat and discretionary drinks (including energy drinks) and less whole-grain bread and fish.

Education

- Among adults, higher levels of education aligned with a more health- and sustainability-oriented pattern: more fruits and vegetables, pulses, fish; less meat and sugary beverages.
- Among children, higher parental education was associated with more fruits and vegetables, and pulses, and less discretionary drinks, including light and sugar-free.

Results – Adults

Status in each country 2024

In Denmark, a favorable result was that intake of whole-grain bread was above the Nordic average. Total fruits and vegetables intake and fish intake were close to average. However, meat and discretionary foods and drinks were above the Nordic average, while dairy intake was below.

In Norway, favorable results included intake of whole-grain bread and fish that was much higher than the Nordic average, and intake of meat and discretionary foods was lower. Intake of total fruits and vegetables was close to the Nordic average, whereas discretionary drinks and dairy were above average.

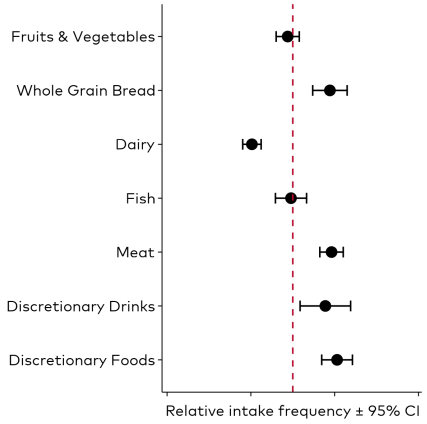
In Sweden, favorable results were seen for meat and discretionary foods and drinks, which were all below the Nordic average, with the largest difference observed for drinks. Intake of total fruits and vegetables and dairy was close to average, while whole-grain bread and fish intake were below the Nordic average.

In Finland, favorable results included higher intake of total fruits and vegetables and whole-grain bread compared with the Nordic average, and lower intake of discretionary foods and drinks—the largest difference being for drinks. However, fish intake was below the Nordic average, while meat and dairy intake were above.

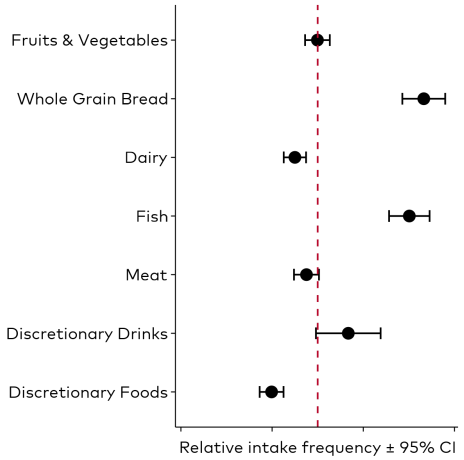
In Iceland, favorable results included lower intake of meat and higher intake of fish compared with the Nordic average. However, total fruits and vegetables and whole-grain bread intake were below average, and discretionary foods and drinks were above. Dairy intake was close to the Nordic average.

Country specific dietary intakes relative to the Nordic Average (Figures 1-5)

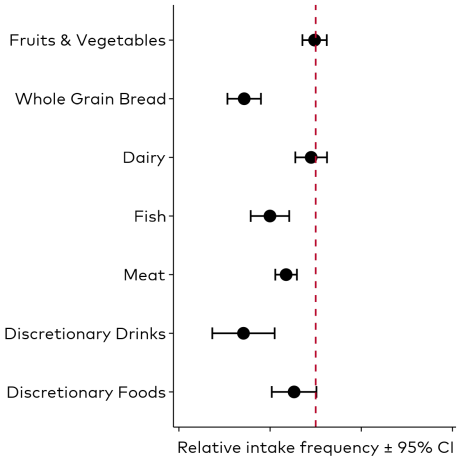
Denmark



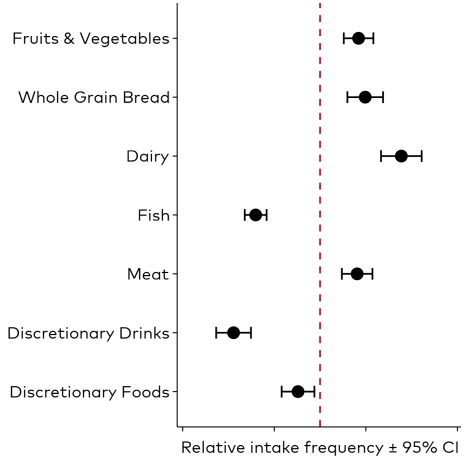
Norway



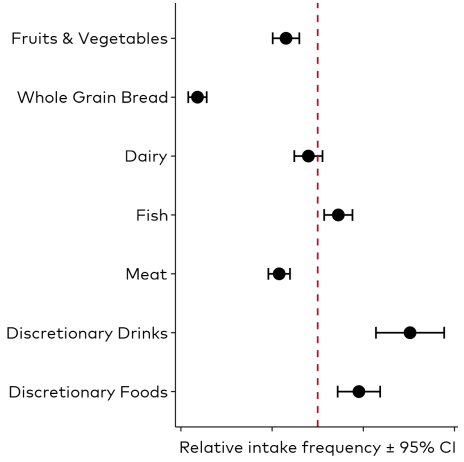
Sweden



Finland



Iceland



The frequency values from the main food categories among adults from each specific country compared to the Nordic Average for adults (red line). Values to the left of the red line indicate less frequent intake than the Nordic Average. Each country contributes equally to the Nordic average.

Trend 2014–2024, status 2024, differences and similarities between countries

Food groups that should increase

Overall, across the Nordic Region, total fruits and vegetables intake decreased between 2014 and 2024, from 2.4 to 2.2 times per day. By country, a decline was observed in Denmark (–0.5 times per day), Sweden (–0.6), and Iceland (–0.2), while intake remained unchanged in Norway and Finland. In 2024, intake levels were low in all countries, ranging from 1.9 times per day in Iceland to 2.5 times per day in Finland. Finland's intake was significantly higher than in all other countries.

The observed decreases were mainly driven by lower fruit consumption. For example, fruit intake declined from 1.4 to 0.9 times per day in Denmark and from 1.2 to 0.9 in Sweden. In 2024, fruit intake was low and fairly similar across countries but remained highest in Finland (1.1 times per day) compared with Iceland and Sweden (0.9 times per day).

Vegetable intake also declined slightly at the regional level—from 1.3 to 1.2 times per day. Decreases were observed in Sweden and Iceland (not statistically significantly), while intake in Denmark, Norway, and Finland remained stable. In 2024, Iceland reported the lowest vegetable intake (1.0 times per day) compared with 1.2–1.4 times per day in the other Nordic countries.

Pulse intake was not estimated separately in 2014. In 2024, levels were very low and similar across countries (0.1–0.2 times per day), though slightly higher in Denmark and Sweden than elsewhere.

Whole-grain bread intake declined across the region, from 3.2 slices per day in 2014 to 2.3 in 2024, with decreases seen in all countries. In 2024, Norway had the highest intake (3.4 slices per day) and Iceland the lowest (1.1). Denmark and Finland reported similar levels (2.8 slices per day), both higher than Sweden (1.6).

Trends in fish intake are less certain due to changes in survey questions between 2014 and 2024. At the regional level, there was no overall change (1.6 times per week). By country, intake appeared to increase in Denmark and Norway—likely reflecting the revised question—but decreased slightly in Sweden (not statistically significantly), Finland, and Iceland. In 2024, all countries reported relatively low fish intake. Norway had the highest consumption (2.3 times per week), followed by Iceland and Denmark (1.8 and 1.6), while Sweden and Finland had the lowest (1.3 and 1.2 times per week).

Food groups that should decrease

Total meat intake was not estimated in 2014. In 2024, Denmark and Finland had the highest intake levels (7.1 and 7.0 times per week), exceeding those of the other countries, which ranged between 5.0 and 5.7 times per week. A similar pattern was seen for *other meat* (chicken, pork, venison), with Denmark (4.6 times per week) and Finland (4.1) reporting the highest values, followed by Norway (3.1), and lower levels in Sweden (2.5) and Iceland (2.4). In contrast, intake of veal, beef, and lamb was comparable across countries, averaging 2.7 times per week.

Across the Nordic Region, total discretionary food intake remained stable from 2014 to 2024 at around 4.0 times per week. In 2024, Denmark and Iceland reported the highest intake (4.8 and 4.7 times per week), while the other countries ranged from 3.2 to 3.6 times per week.

For total discretionary drinks, intake increased substantially between 2014 and 2024—from 3.9 to 5.6 times per week for the region overall. Consumption rose in all countries,

though the increase was statistically significant only in Denmark, Norway, and Iceland. In 2024, the highest intake levels were observed in Iceland (7.9 times per week), Denmark (6.5), and Norway (6.4), nearly double those seen in Sweden and Finland.

Energy drink intake increased in all countries, most notably in Iceland, while changes in Sweden and Norway were not statistically significant. Sugary beverage intake decreased in Sweden and Finland and showed a non-statistically significant decline in Iceland and Norway but increased slightly in Denmark (not statistically significant). Light or sugar-free beverage intake rose in all countries, though not statistically significantly in Finland. Juice intake decreased everywhere, with 2024 levels ranging from 1.1 to 1.7 times per week, lowest in Iceland.

Other food groups of note

Across the Nordic Region, cheese intake increased slightly from 0.6 to 0.7 times per day between 2014 and 2024. The increase was driven by higher consumption in Finland and Iceland, while intake remained unchanged in Denmark, Norway, and Sweden. In 2024, Denmark had the lowest cheese intake (0.5 times per day) and Sweden had the second - lowest (0.7 times per day), lower than all other countries.

Total dairy intake was not estimated in 2014. In 2024, Finland reported the highest intake (2.8 times per day), whereas Denmark had the lowest (1.7 times per day)—below Sweden and Iceland, but similar to Norway.

Table 9a (Denmark). Diet – Adults – 2014-2024. Time trends of dietary intake frequency (mean (95% CI)) among adults in Denmark: 2014-2024.

DENMARK: Survey year	2014	2024
N	2008	1004
Total Fruit & Vegetable Consumption (times per day)	2.6 (2.5; 2.6) *	2.1 (2.0; 2.2) *
Fruit Consumption (times per day)	1.4 (1.3; 1.4) *	0.9 (0.9; 1.0) *
Vegetable Consumption (times per day)	1.2 (1.2; 1.2)	1.2 (1.1; 1.2)
Pulse Consumption (times per day)		0.2 (0.2; 0.3)
Total Whole Grain Bread Consumption (slices per day)	3.3 (3.1; 3.4) *	2.8 (2.6; 3.0) *
Hard Bread Consumption (slices per day)	0.3 (0.3; 0.4)	0.2 (0.2; 0.3)
Rye Bread Consumption (slices per day)	1.8 (1.7; 1.9)	1.8 (1.7; 2.0)
Whole Grain Bread Wheat Consumption (slices per day)	1.1 (1.0; 1.2) *	0.7 (0.6; 0.8) *
Total Fish Consumption (times per week)	1.1 (1.0; 1.2) *	1.6 (1.5; 1.7) *
Total Meat Consumption (times per week)		7.1 (6.8; 7.4)
Veal, Beef, Lamb Consumption (times per week)		2.6 (2.4; 2.7)
Other Meat (Chicken, Pork, Venison) Consumption (times per week)		4.6 (4.3; 4.9)
Total Dairy Consumption (times per day)		1.7 (1.6; 1.8)
Cheese Consumption (times per day)	0.5 (0.5; 0.5)	0.5 (0.5; 0.6)
Milk Product Consumption (times per day)		1.2 (1.1; 1.2)
Total Discretionary Food Consumption (times per week)	4.4 (4.2; 4.7)	4.8 (4.5; 5.1)
Cake, biscuits, pie, etc. Consumption (times per week)	1.5 (1.4; 1.6)	1.6 (1.4; 1.7)
Chocolate and Candy Consumption (times per week)	3.0 (2.7; 3.2)	3.3 (3.1; 3.5)
Total Discretionary Drink Consumption (times per week)	4.6 (4.3; 5.0) *	6.5 (5.8; 7.2) *
Energy Drinks (times per week)	0.3 (0.2; 0.4) *	0.6 (0.4; 0.8) *
Sugary Beverages (times per week)	1.8 (1.5; 2.0)	2.0 (1.7; 2.4)
Light or Sugar Free Beverages (times per week)	2.6 (2.3; 2.9) *	3.9 (3.4; 4.4) *
Juice Consumption (times per week)	1.8 (1.7; 1.9) *	1.3 (1.1; 1.4) *

* indicates statistically significant difference ($p < 0.001$) between survey years within a country or region.
Grey cells indicate values not collected and/or not valid for comparison.
N refers to the number of participants that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Table 9b (Norway). Diet – Adults – 2014-2024. Time trends of dietary intake frequency (mean (95% CI)) among adults in Norway: 2014-2024.

NORWAY: Survey year	2014	2024
N	1057	1010
Total Fruit & Vegetable Consumption (times per day)	2.3 (2.2; 2.4)	2.2 (2.0; 2.3)
Fruit Consumption (times per day)	1.1 (1.0; 1.2)	1.0 (0.9; 1.0)
Vegetable Consumption (times per day)	1.2 (1.1; 1.2)	1.2 (1.1; 1.2)
Pulse Consumption (times per day)		0.1 (0.1; 0.1)
Total Whole Grain Bread Consumption (slices per day)	4.5 (4.3; 4.8) *	3.4 (3.2; 3.7) *
Hard Bread Consumption (slices per day)	1.2 (1.1; 1.3)	1.1 (0.9; 1.2)
Rye Bread Consumption (slices per day)	0.8 (0.7; 0.9) *	0.2 (0.1; 0.2) *
Whole Grain Bread Wheat Consumption (slices per day)	2.5 (2.3; 2.8)	2.2 (2.0; 2.4)
Total Fish Consumption (times per week)	1.8 (1.7; 2.0) *	2.3 (2.1; 2.4) *
Total Meat Consumption (times per week)		5.7 (5.4; 6.0)
Veal, Beef, Lamb Consumption (times per week)		2.6 (2.4; 2.9)
Other Meat (Chicken, Pork, Venison) Consumption (times per week)		3.1 (2.8; 3.4)
Total Dairy Consumption (times per day)		1.9 (1.8; 2.0)
Cheese Consumption (times per day)	0.9 (0.8; 0.9)	0.8 (0.7; 0.8)
Milk Product Consumption (times per day)		1.1 (1.0; 1.2)
Total Discretionary Food Consumption (times per week)	3.5 (2.7; 4.2)	3.2 (3.0; 3.4)
Cake, biscuits, pie, etc. Consumption (times per week)	1.2 (0.8; 1.6)	0.8 (0.7; 0.8)
Chocolate and Candy Consumption (times per week)	2.3 (1.9; 2.7)	2.4 (2.2; 2.6)
Total Discretionary Drink Consumption (times per week)	4.5 (3.7; 5.2) *	6.4 (5.6; 7.2) *
Energy Drinks (times per week)	0.3 (0.2; 0.5)	1.0 (0.6; 1.3)
Sugary Beverages (times per week)	1.8 (1.3; 2.3)	1.2 (0.8; 1.6)
Light or Sugar Free Beverages (times per week)	2.4 (1.9; 2.9) *	4.2 (3.6; 4.8) *
Juice Consumption (times per week)	2.9 (2.5; 3.2) *	1.7 (1.5; 1.9) *

* indicates statistically significant difference ($p < 0.001$) between survey years within a country or region.
Grey cells indicate values not collected and/or not valid for comparison.
N refers to the number of participants that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Table 9c (Sweden). Diet – Adults – 2014-2024. Time trends of dietary intake frequency (mean (95% CI)) among adults in Sweden: 2014-2024.

SWEDEN: Survey year	2014	2024
N	1801	999
Total Fruit & Vegetable Consumption (times per day)	2.7 (2.6; 2.8) *	2.1 (2.0; 2.3) *
Fruit Consumption (times per day)	1.2 (1.1; 1.2) *	0.9 (0.8; 1.0) *
Vegetable Consumption (times per day)	1.5 (1.4; 1.5) *	1.2 (1.2; 1.3) *
Pulse Consumption (times per day)		0.2 (0.2; 0.3)
Total Whole Grain Bread Consumption (slices per day)	2.3 (2.2; 2.4) *	1.6 (1.4; 1.8) *
Hard Bread Consumption (slices per day)	1.0 (0.9; 1.0)	0.8 (0.7; 0.9)
Rye Bread Consumption (slices per day)		
Whole Grain Bread Wheat Consumption (slices per day)	1.4 (1.3; 1.5) *	0.8 (0.7; 0.9) *
Total Fish Consumption (times per week)	1.5 (1.4; 1.5)	1.3 (1.2; 1.4)
Total Meat Consumption (times per week)		5.2 (4.9; 5.5)
Veal, Beef, Lamb Consumption (times per week)		2.7 (2.5; 2.9)
Other Meat (Chicken, Pork, Venison) Consumption (times per week)		2.5 (2.3; 2.8)
Total Dairy Consumption (times per day)		2.1 (1.9; 2.2)
Cheese Consumption (times per day)	0.7 (0.7; 0.8)	0.7 (0.6; 0.8)
Milk Product Consumption (times per day)		1.4 (1.3; 1.5)
Total Discretionary Food Consumption (times per week)	3.4 (3.2; 3.6)	3.6 (3.2; 4.0)
Cake, biscuits, pie, etc. Consumption (times per week)	1.4 (1.3; 1.6)	1.3 (1.2; 1.4)
Chocolate and Candy Consumption (times per week)	1.9 (1.8; 2.1)	2.3 (1.9; 2.7)
Total Discretionary Drink Consumption (times per week)	3.0 (2.2; 3.8)	3.9 (3.1; 4.6)
Energy Drinks (times per week)	0.4 (0.0; 0.8)	0.7 (0.3; 1.0)
Sugary Beverages (times per week)	1.6 (1.1; 2.0) *	0.8 (0.7; 0.9) *
Light or Sugar Free Beverages (times per week)	1.0 (0.8; 1.2) *	2.4 (1.9; 2.9) *
Juice Consumption (times per week)	2.1 (2.0; 2.3) *	1.4 (1.1; 1.7) *

* indicates statistically significant difference ($p < 0.001$) between survey years within a country or region.
Grey cells indicate values not collected and/or not valid for comparison.
N refers to the number of participants that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Table 9d (Finland). Diet – Adults – 2014-2024. Time trends of dietary intake frequency (mean (95% CI)) among adults in Finland: 2014-2024.

FINLAND: Survey year	2014	2024
N	1717	1020
Total Fruit & Vegetable Consumption (times per day)	2.6 (2.5; 2.6)	2.5 (2.4; 2.7)
Fruit Consumption (times per day)	1.2 (1.1; 1.2)	1.1 (1.0; 1.2)
Vegetable Consumption (times per day)	1.4 (1.3; 1.4)	1.4 (1.3; 1.5)
Pulse Consumption (times per day)		0.1 (0.1; 0.2)
Total Whole Grain Bread Consumption (slices per day)	3.7 (3.6; 3.9) *	2.8 (2.6; 3.0) *
Hard Bread Consumption (slices per day)	0.4 (0.4; 0.5) *	0.3 (0.2; 0.3) *
Rye Bread Consumption (slices per day)	2.3 (2.2; 2.4) *	1.6 (1.5; 1.7) *
Whole Grain Bread Wheat Consumption (slices per day)	1.0 (0.9; 1.1)	1.0 (0.9; 1.1)
Total Fish Consumption (times per week)	1.4 (1.3; 1.5) *	1.2 (1.1; 1.3) *
Total Meat Consumption (times per week)		7.0 (6.6; 7.4)
Veal, Beef, Lamb Consumption (times per week)		2.9 (2.6; 3.1)
Other Meat (Chicken, Pork, Venison) Consumption (times per week)		4.1 (3.8; 4.5)
Total Dairy Consumption (times per day)		2.8 (2.7; 3.0)
Cheese Consumption (times per day)	0.6 (0.5; 0.6) *	0.9 (0.8; 1.0) *
Milk Product Consumption (times per day)		2.0 (1.8; 2.1)
Total Discretionary Food Consumption (times per week)	4.1 (3.9; 4.4)	3.6 (3.3; 3.9)
Cake, biscuits, pie, etc. Consumption (times per week)	2.1 (2.0; 2.3) *	1.6 (1.5; 1.8) *
Chocolate and Candy Consumption (times per week)	2.0 (1.9; 2.2)	2.0 (1.8; 2.2)
Total Discretionary Drink Consumption (times per week)	3.2 (2.9; 3.6)	3.5 (3.1; 3.9)
Energy Drinks (times per week)	0.2 (0.1; 0.2) *	0.5 (0.4; 0.7) *
Sugary Beverages (times per week)	1.3 (1.1; 1.5) *	0.9 (0.8; 1.0) *
Light or Sugar Free Beverages (times per week)	1.8 (1.6; 2.0)	2.1 (1.7; 2.5)
Juice Consumption (times per week)	2.3 (2.1; 2.5) *	1.7 (1.5; 2.0) *

* indicates statistically significant difference ($p < 0.001$) between survey years within a country or region.
Grey cells indicate values not collected and/or not valid for comparison.
N refers to the number of participants that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Table 9e (Iceland). Diet – Adults – 2014-2024. Time trends of dietary intake frequency (mean (95% CI)) among adults in Iceland: 2014-2024.

ICELAND: Survey year	2014	2024
N	2012	1021
Total Fruit & Vegetable Consumption (times per day)	2.1 (2.0; 2.2) *	1.9 (1.7; 2.0) *
Fruit Consumption (times per day)	1.0 (1.0; 1.1)	0.9 (0.8; 1.0)
Vegetable Consumption (times per day)	1.1 (1.0; 1.1)	1.0 (0.9; 1.0)
Pulse Consumption (times per day)		0.1 (0.1; 0.1)
Total Whole Grain Bread Consumption (slices per day)	2.2 (2.1; 2.3) *	1.1 (1.0; 1.2) *
Hard Bread Consumption (slices per day)	0.8 (0.7; 0.8) *	0.4 (0.4; 0.5) *
Rye Bread Consumption (slices per day)	0.7 (0.7; 0.8) *	0.1 (0.1; 0.1) *
Whole Grain Bread Wheat Consumption (slices per day)	0.7 (0.7; 0.8)	0.6 (0.5; 0.6)
Total Fish Consumption (times per week)	2.0 (1.9; 2.1) *	1.8 (1.7; 1.9) *
Total Meat Consumption (times per week)		5.0 (4.7; 5.3)
Veal, Beef, Lamb Consumption (times per week)		2.6 (2.4; 2.8)
Other Meat (Chicken, Pork, Venison) Consumption (times per week)		2.4 (2.2; 2.6)
Total Dairy Consumption (times per day)		2.0 (1.9; 2.1)
Cheese Consumption (times per day)	0.5 (0.5; 0.6) *	0.7 (0.7; 0.8) *
Milk Product Consumption (times per day)		1.3 (1.2; 1.4)
Total Discretionary Food Consumption (times per week)	4.8 (4.6; 5.0)	4.7 (4.3; 5.1)
Cake, biscuits, pie, etc. Consumption (times per week)	1.9 (1.8; 2.0)	1.6 (1.5; 1.8)
Chocolate and Candy Consumption (times per week)	3.0 (2.8; 3.1)	3.1 (2.8; 3.3)
Total Discretionary Drink Consumption (times per week)	4.0 (3.6; 4.4) *	7.9 (7.1; 8.8) *
Energy Drinks (times per week)	0.2 (0.2; 0.3) *	2.5 (2.0; 2.9) *
Sugary Beverages (times per week)	2.0 (1.7; 2.3)	1.5 (1.3; 1.8)
Light or Sugar Free Beverages (times per week)	1.7 (1.5; 2.0) *	3.9 (3.4; 4.5) *
Juice Consumption (times per week)	2.5 (2.4; 2.7) *	1.1 (0.9; 1.2) *

* indicates statistically significant difference ($p < 0.001$) between survey years within a country or region.
Grey cells indicate values not collected and/or not valid for comparison.
N refers to the number of participants that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Table 9f (Nordic Region). Diet – Adults – 2014-2024. Time trends of dietary intake frequency (mean (95% CI)) among adults in the Nordic Region: 2014-2024.

NORDIC REGION: Survey year	2014	2024
N	8595	5054
Total Fruit & Vegetable Consumption (times per day)	2.4 (2.4; 2.5) *	2.2 (2.1; 2.2) *
Fruit Consumption (times per day)	1.2 (1.1; 1.2) *	1.0 (0.9; 1.0) *
Vegetable Consumption (times per day)	1.3 (1.2; 1.3) *	1.2 (1.2; 1.2) *
Pulse Consumption (times per day)		0.2 (0.2; 0.2)
Total Whole Grain Bread Consumption (slices per day)	3.2 (3.1; 3.3) *	2.3 (2.3; 2.4) *
Hard Bread Consumption (slices per day)	0.7 (0.7; 0.8) *	0.5 (0.5; 0.6) *
Rye Bread Consumption (slices per day)		
Whole Grain Bread Wheat Consumption (slices per day)	1.3 (1.3; 1.4) *	1.1 (1.0; 1.1) *
Total Fish Consumption (times per week)	1.6 (1.5; 1.6)	1.6 (1.6; 1.7)
Total Meat Consumption (times per week)		6.0 (5.8; 6.2)
Veal, Beef, Lamb Consumption (times per week)		2.7 (2.6; 2.8)
Other Meat (Chicken, Pork, Venison) Consumption (times per week)		3.3 (3.2; 3.5)
Total Dairy Consumption (times per day)		2.1 (2.0; 2.2)
Cheese Consumption (times per day)	0.6 (0.6; 0.7) *	0.7 (0.7; 0.7) *
Milk Product Consumption (times per day)		1.4 (1.3; 1.4)
Total Discretionary Food Consumption (times per week)	4.1 (3.9; 4.2)	4.0 (3.8; 4.1)
Cake, biscuits, pie, etc. Consumption (times per week)	1.6 (1.5; 1.7) *	1.4 (1.3; 1.4) *
Chocolate and Candy Consumption (times per week)	2.4 (2.3; 2.5)	2.6 (2.5; 2.7)
Total Discretionary Drink Consumption (times per week)	3.9 (3.6; 4.1) *	5.6 (5.3; 6.0) *
Energy Drinks (times per week)	0.3 (0.2; 0.4) *	1.1 (0.9; 1.2) *
Sugary Beverages (times per week)	1.7 (1.5; 1.8) *	1.3 (1.2; 1.4) *
Light or Sugar Free Beverages (times per week)	1.9 (1.8; 2.0) *	3.3 (3.1; 3.5) *
Juice Consumption (times per week)	2.3 (2.2; 2.4) *	1.4 (1.3; 1.5) *

* indicates statistically significant difference ($p < 0.001$) between survey years within a country or region.
Grey cells indicate values not collected and/or not valid for comparison.
N refers to the number of participants that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Demographic Differences

Gender

Across the Nordic Region, women reported a higher intake of total fruits and vegetables (2.5 times per day) than men (1.8 times per day). This difference was also found in all Nordic countries individually. The same pattern appeared for fruit and vegetable intake separately, although the difference in fruit intake was not statistically significant in Denmark.

In contrast, men reported a higher intake of whole-grain bread (2.6 slices per day) than women (2.1 slices per day). This pattern was also evident in Norway (4.0 vs 2.8 slices per day) and Denmark (3.1 vs 2.4 slices per day).

Men also reported higher intake of total meat, *veal/beef/lamb*, and *other meat* across the Nordic Region (6.6, 3.0 and 3.6 times per week, respectively) compared with women (5.3, 2.3 and 3.1 times per week). This gender difference was consistent across countries, although not statistically significant for *other meat* or, in Finland, for total or *veal/beef/lamb* meat. The highest total meat intake was observed among men in Denmark and Finland (7.9 and 7.5 times per week), and the lowest among women in Sweden and Iceland (4.6 and 4.4 times per week).

For beverages, men reported higher intakes of sugary beverages (1.6 vs 1.0 times per week) and juice (1.7 vs 1.2 times per week) than women. Women, on the other hand, reported higher intake of total discretionary foods (4.2 vs 3.7 times per week) and chocolate and candy (2.9 vs 2.3 times per week). The gender difference in sugary beverage intake was significant in Denmark (2.6 vs 1.5 times per week) and Sweden (1.0 vs 0.6 times per week), and for energy drinks in Denmark (0.9 vs 0.3 times per week). Only in Denmark and Finland did women consume significantly more chocolate and candy than men (3.7 vs 2.9 and 2.4 vs 1.6 times per week, respectively).

No statistically significant gender differences were observed for intake of pulses, fish, total dairy, milk, cheese, cake and biscuits, total discretionary drinks, or light/sugar-free beverages.

Table 10a (Denmark). Diet – Adults – Gender. Dietary intake frequency (mean (95% CI)) among adults according to gender in Denmark: 2024.

DENMARK: Gender	Male	Female
N	482	522
Total Fruit & Vegetable Consumption (times per day)	1.9 (1.7; 2.1) *	2.3 (2.2; 2.5) *
Fruit Consumption (times per day)	0.8 (0.7; 0.9)	1.0 (0.9; 1.1)
Vegetable Consumption (times per day)	1.0 (0.9; 1.2) *	1.3 (1.2; 1.4) *
Pulse Consumption (times per day)	0.2 (0.2; 0.2)	0.2 (0.2; 0.3)
Total Whole Grain Bread Consumption (slices per day)	3.1 (2.8; 3.4) *	2.4 (2.2; 2.6) *
Hard Bread Consumption (slices per day)	0.1 (0.1; 0.2)	0.3 (0.2; 0.5)
Rye Bread Consumption (slices per day)	2.3 (2.0; 2.5) *	1.3 (1.2; 1.5) *
Whole Grain Bread Wheat Consumption (slices per day)	0.7 (0.6; 0.8)	0.7 (0.6; 0.8)
Total Fish Consumption (times per week)	1.5 (1.3; 1.7)	1.7 (1.5; 1.9)
Total Meat Consumption (times per week)	7.9 (7.4; 8.4) *	6.3 (5.9; 6.7) *
Veal, Beef, Lamb Consumption (times per week)	2.9 (2.6; 3.2) *	2.2 (1.9; 2.4) *
Other Meat (Chicken, Pork, Venison) Consumption (times per week)	5.0 (4.5; 5.5)	4.1 (3.7; 4.5)
Total Dairy Consumption (times per day)	1.6 (1.4; 1.7)	1.8 (1.7; 1.9)
Cheese Consumption (times per day)	0.5 (0.5; 0.6)	0.6 (0.5; 0.6)
Milk Product Consumption (times per day)	1.1 (0.9; 1.2)	1.2 (1.1; 1.4)
Total Discretionary Food Consumption (times per week)	4.4 (4.0; 4.8)	5.3 (4.8; 5.7)
Cake, biscuits, pie, etc. Consumption (times per week)	1.5 (1.4; 1.7)	1.6 (1.4; 1.7)
Chocolate and Candy Consumption (times per week)	2.9 (2.6; 3.2) *	3.7 (3.4; 4.1) *
Total Discretionary Drink Consumption (times per week)	7.6 (6.5; 8.7)	5.4 (4.6; 6.2)
Energy Drinks (times per week)	0.9 (0.6; 1.2) *	0.3 (0.2; 0.5) *
Sugary Beverages (times per week)	2.6 (2.1; 3.1)	1.5 (1.1; 1.9)
Light or Sugar Free Beverages (times per week)	4.2 (3.4; 5.0)	3.6 (3.0; 4.3)
Juice Consumption (times per week)	1.4 (1.1; 1.7)	1.1 (1.0; 1.3)

* indicates statistically significant difference ($p < 0.001$) between genders within a country or region.
N refers to the number of participants with the gender in that country or region. See **Appendix 6** for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Table 10b (Norway). Diet – Adults – Gender. Dietary intake frequency (mean (95% CI)) among adults according to gender in Norway: 2024.

NORWAY: Gender	Male	Female
N	499	511
Total Fruit & Vegetable Consumption (times per day)	1.8 (1.7; 2.0) *	2.5 (2.3; 2.6) *
Fruit Consumption (times per day)	0.8 (0.7; 0.9) *	1.1 (1.0; 1.2) *
Vegetable Consumption (times per day)	1.0 (0.9; 1.1) *	1.3 (1.2; 1.4) *
Pulse Consumption (times per day)	0.1 (0.1; 0.1)	0.1 (0.1; 0.1)
Total Whole Grain Bread Consumption (slices per day)	4.0 (3.7; 4.4) *	2.8 (2.6; 3.1) *
Hard Bread Consumption (slices per day)	0.9 (0.7; 1.0)	1.2 (1.1; 1.4)
Rye Bread Consumption (slices per day)	0.2 (0.1; 0.3)	0.1 (0.1; 0.2)
Whole Grain Bread Wheat Consumption (slices per day)	2.9 (2.6; 3.2) *	1.5 (1.3; 1.7) *
Total Fish Consumption (times per week)	2.3 (2.1; 2.5)	2.3 (2.1; 2.5)
Total Meat Consumption (times per week)	6.4 (5.9; 6.9) *	5.0 (4.6; 5.4) *
Veal, Beef, Lamb Consumption (times per week)	3.1 (2.7; 3.4) *	2.2 (2.0; 2.4) *
Other Meat (Chicken, Pork, Venison) Consumption (times per week)	3.3 (2.9; 3.8)	2.8 (2.4; 3.2)
Total Dairy Consumption (times per day)	1.9 (1.8; 2.1)	1.8 (1.7; 2.0)
Cheese Consumption (times per day)	0.8 (0.7; 0.8)	0.8 (0.7; 0.9)
Milk Product Consumption (times per day)	1.2 (1.1; 1.3)	1.0 (0.9; 1.2)
Total Discretionary Food Consumption (times per week)	2.9 (2.7; 3.2)	3.4 (3.1; 3.7)
Cake, biscuits, pie, etc. Consumption (times per week)	0.8 (0.7; 0.9)	0.8 (0.7; 0.9)
Chocolate and Candy Consumption (times per week)	2.2 (2.0; 2.4)	2.7 (2.4; 3.0)
Total Discretionary Drink Consumption (times per week)	6.7 (5.8; 7.7)	6.1 (4.7; 7.4)
Energy Drinks (times per week)	1.0 (0.7; 1.4)	0.9 (0.2; 1.5)
Sugary Beverages (times per week)	1.6 (1.0; 2.2)	0.9 (0.4; 1.4)
Light or Sugar Free Beverages (times per week)	4.1 (3.4; 4.8)	4.3 (3.4; 5.2)
Juice Consumption (times per week)	2.0 (1.6; 2.3)	1.4 (1.1; 1.7)

* indicates statistically significant difference ($p < 0.001$) between genders within a country or region.
N refers to the number of participants with the gender in that country or region. See **Appendix 6** for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Table 10c (Sweden). Diet – Adults – Gender. Dietary intake frequency (mean (95% CI)) among adults according to gender in Sweden: 2024.

SWEDEN: Gender	Male	Female
N	463	536
Total Fruit & Vegetable Consumption (times per day)	1.8 (1.6; 1.9) *	2.5 (2.4; 2.7) *
Fruit Consumption (times per day)	0.7 (0.6; 0.8) *	1.1 (1.0; 1.2) *
Vegetable Consumption (times per day)	1.0 (0.9; 1.1) *	1.5 (1.3; 1.6) *
Pulse Consumption (times per day)	0.2 (0.1; 0.2)	0.3 (0.2; 0.3)
Total Whole Grain Bread Consumption (slices per day)	1.8 (1.5; 2.1)	1.4 (1.3; 1.6)
Hard Bread Consumption (slices per day)	0.8 (0.6; 1.0)	0.7 (0.6; 0.8)
Rye Bread Consumption (slices per day)		
Whole Grain Bread Wheat Consumption (slices per day)	1.0 (0.8; 1.1)	0.7 (0.6; 0.8)
Total Fish Consumption (times per week)	1.2 (1.0; 1.4)	1.4 (1.3; 1.6)
Total Meat Consumption (times per week)	5.8 (5.4; 6.2) *	4.6 (4.3; 5.0) *
Veal, Beef, Lamb Consumption (times per week)	3.2 (2.8; 3.5) *	2.2 (1.9; 2.5) *
Other Meat (Chicken, Pork, Venison) Consumption (times per week)	2.6 (2.3; 3.0)	2.4 (2.1; 2.8)
Total Dairy Consumption (times per day)	2.0 (1.8; 2.3)	2.1 (1.9; 2.2)
Cheese Consumption (times per day)	0.8 (0.6; 0.9)	0.6 (0.6; 0.7)
Milk Product Consumption (times per day)	1.3 (1.1; 1.5)	1.5 (1.3; 1.6)
Total Discretionary Food Consumption (times per week)	3.5 (2.8; 4.1)	3.7 (3.3; 4.2)
Cake, biscuits, pie, etc. Consumption (times per week)	1.3 (1.1; 1.5)	1.3 (1.2; 1.5)
Chocolate and Candy Consumption (times per week)	2.2 (1.6; 2.8)	2.4 (2.1; 2.8)
Total Discretionary Drink Consumption (times per week)	4.6 (3.2; 5.9)	3.1 (2.5; 3.8)
Energy Drinks (times per week)	1.0 (0.3; 1.6)	0.4 (0.2; 0.6)
Sugary Beverages (times per week)	1.0 (0.8; 1.3) *	0.6 (0.4; 0.7) *
Light or Sugar Free Beverages (times per week)	2.6 (1.7; 3.4)	2.2 (1.7; 2.7)
Juice Consumption (times per week)	1.8 (1.3; 2.3)	1.0 (0.8; 1.2)

* indicates statistically significant difference ($p < 0.001$) between genders within a country or region.
Grey cells indicate values not collected and/or not valid for comparison.
N refers to the number of participants with the gender in that country or region. See **Appendix 6** for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Table 10d (Finland). Diet – Adults – Gender. Dietary intake frequency (mean (95% CI)) among adults according to gender in Finland: 2024.

FINLAND: Gender	Male	Female
N	480	540
Total Fruit & Vegetable Consumption (times per day)	2.0 (1.8; 2.2) *	3.1 (2.9; 3.4) *
Fruit Consumption (times per day)	0.8 (0.8; 0.9) *	1.5 (1.3; 1.7) *
Vegetable Consumption (times per day)	1.2 (1.1; 1.3) *	1.6 (1.5; 1.8) *
Pulse Consumption (times per day)	0.1 (0.1; 0.2)	0.1 (0.1; 0.2)
Total Whole Grain Bread Consumption (slices per day)	3.0 (2.7; 3.2)	2.6 (2.4; 2.9)
Hard Bread Consumption (slices per day)	0.2 (0.2; 0.3)	0.3 (0.2; 0.3)
Rye Bread Consumption (slices per day)	1.8 (1.6; 2.0) *	1.3 (1.2; 1.5) *
Whole Grain Bread Wheat Consumption (slices per day)	0.9 (0.8; 1.1)	1.0 (0.9; 1.2)
Total Fish Consumption (times per week)	1.1 (1.0; 1.2)	1.2 (1.1; 1.3)
Total Meat Consumption (times per week)	7.5 (6.9; 8.0)	6.4 (5.8; 7.0)
Veal, Beef, Lamb Consumption (times per week)	3.0 (2.7; 3.4)	2.6 (2.3; 3.0)
Other Meat (Chicken, Pork, Venison) Consumption (times per week)	4.4 (3.9; 4.9)	3.8 (3.3; 4.2)
Total Dairy Consumption (times per day)	3.0 (2.7; 3.3)	2.7 (2.4; 2.9)
Cheese Consumption (times per day)	0.9 (0.8; 1.1)	0.8 (0.7; 0.9)
Milk Product Consumption (times per day)	2.1 (1.9; 2.3)	1.9 (1.7; 2.1)
Total Discretionary Food Consumption (times per week)	3.2 (2.8; 3.7)	4.0 (3.7; 4.4)
Cake, biscuits, pie, etc. Consumption (times per week)	1.7 (1.4; 1.9)	1.6 (1.4; 1.8)
Chocolate and Candy Consumption (times per week)	1.6 (1.4; 1.8) *	2.4 (2.1; 2.7) *
Total Discretionary Drink Consumption (times per week)	3.9 (3.3; 4.4)	3.1 (2.4; 3.8)
Energy Drinks (times per week)	0.6 (0.4; 0.8)	0.4 (0.2; 0.7)
Sugary Beverages (times per week)	1.1 (0.9; 1.3)	0.7 (0.5; 0.9)
Light or Sugar Free Beverages (times per week)	2.2 (1.7; 2.7)	2.0 (1.4; 2.6)
Juice Consumption (times per week)	2.0 (1.6; 2.4)	1.4 (1.0; 1.7)

* indicates statistically significant difference ($p < 0.001$) between genders within a country or region.
N refers to the number of participants with the gender in that country or region. See **Appendix 6** for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Table 10e (Iceland). Diet – Adults – Gender. Dietary intake frequency (mean (95% CI)) among adults according to gender in Iceland: 2024.

ICELAND: Gender	Male	Female
N	439	582
Total Fruit & Vegetable Consumption (times per day)	1.6 (1.4; 1.8) *	2.1 (1.9; 2.3) *
Fruit Consumption (times per day)	0.8 (0.7; 0.9) *	1.0 (0.9; 1.1) *
Vegetable Consumption (times per day)	0.8 (0.8; 0.9) *	1.1 (1.0; 1.2) *
Pulse Consumption (times per day)	0.1 (0.1; 0.1)	0.1 (0.1; 0.2)
Total Whole Grain Bread Consumption (slices per day)	1.1 (1.0; 1.3)	1.1 (1.0; 1.2)
Hard Bread Consumption (slices per day)	0.3 (0.2; 0.4) *	0.6 (0.5; 0.7) *
Rye Bread Consumption (slices per day)	0.1 (0.1; 0.2)	0.1 (0.1; 0.1)
Whole Grain Bread Wheat Consumption (slices per day)	0.7 (0.6; 0.8) *	0.4 (0.4; 0.5) *
Total Fish Consumption (times per week)	1.8 (1.7; 2.0)	1.7 (1.6; 1.8)
Total Meat Consumption (times per week)	5.6 (5.1; 6.0) *	4.4 (4.0; 4.7) *
Veal, Beef, Lamb Consumption (times per week)	3.0 (2.7; 3.3) *	2.1 (1.9; 2.3) *
Other Meat (Chicken, Pork, Venison) Consumption (times per week)	2.6 (2.2; 2.9)	2.2 (2.0; 2.5)
Total Dairy Consumption (times per day)	2.1 (1.9; 2.3)	2.0 (1.8; 2.1)
Cheese Consumption (times per day)	0.7 (0.6; 0.7)	0.8 (0.7; 0.8)
Milk Product Consumption (times per day)	1.4 (1.2; 1.6)	1.2 (1.1; 1.3)
Total Discretionary Food Consumption (times per week)	4.7 (4.1; 5.3)	4.7 (4.2; 5.2)
Cake, biscuits, pie, etc. Consumption (times per week)	1.9 (1.6; 2.2)	1.3 (1.2; 1.5)
Chocolate and Candy Consumption (times per week)	2.8 (2.4; 3.2)	3.4 (3.0; 3.7)
Total Discretionary Drink Consumption (times per week)	8.2 (7.0; 9.5)	7.6 (6.5; 8.7)
Energy Drinks (times per week)	2.3 (1.7; 3.0)	2.6 (2.0; 3.2)
Sugary Beverages (times per week)	1.9 (1.4; 2.3)	1.2 (0.8; 1.6)
Light or Sugar Free Beverages (times per week)	4.1 (3.3; 4.8)	3.8 (3.1; 4.5)
Juice Consumption (times per week)	1.3 (1.0; 1.5)	0.9 (0.7; 1.1)

* indicates statistically significant difference ($p < 0.001$) between genders within a country or region.
N refers to the number of participants with the gender in that country or region. See **Appendix 6** for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Table 10f (Nordic Region). Diet – Adults – Gender. Dietary intake frequency (mean (95% CI)) among adults according to gender in the Nordic Region: 2024.

NORDIC REGION: Gender	Male	Female
N	2363	2691
Total Fruit & Vegetable Consumption (times per day)	1.8 (1.7; 1.9) *	2.5 (2.4; 2.6) *
Fruit Consumption (times per day)	0.8 (0.8; 0.8) *	1.1 (1.1; 1.2) *
Vegetable Consumption (times per day)	1.0 (1.0; 1.1) *	1.4 (1.3; 1.4) *
Pulse Consumption (times per day)	0.1 (0.1; 0.2)	0.2 (0.2; 0.2)
Total Whole Grain Bread Consumption (slices per day)	2.6 (2.5; 2.7) *	2.1 (2.0; 2.2) *
Hard Bread Consumption (slices per day)	0.5 (0.4; 0.5) *	0.6 (0.6; 0.7) *
Rye Bread Consumption (slices per day)		
Whole Grain Bread Wheat Consumption (slices per day)	1.2 (1.1; 1.3) *	0.9 (0.8; 0.9) *
Total Fish Consumption (times per week)	1.6 (1.5; 1.7)	1.7 (1.6; 1.8)
Total Meat Consumption (times per week)	6.6 (6.4; 6.8) *	5.3 (5.1; 5.5) *
Veal, Beef, Lamb Consumption (times per week)	3.0 (2.9; 3.2) *	2.3 (2.2; 2.4) *
Other Meat (Chicken, Pork, Venison) Consumption (times per week)	3.6 (3.4; 3.8) *	3.1 (2.9; 3.2) *
Total Dairy Consumption (times per day)	2.1 (2.0; 2.2)	2.1 (2.0; 2.1)
Cheese Consumption (times per day)	0.7 (0.7; 0.8)	0.7 (0.7; 0.7)
Milk Product Consumption (times per day)	1.4 (1.3; 1.5)	1.4 (1.3; 1.4)
Total Discretionary Food Consumption (times per week)	3.7 (3.5; 4.0) *	4.2 (4.1; 4.4) *
Cake, biscuits, pie, etc. Consumption (times per week)	1.4 (1.3; 1.5)	1.3 (1.2; 1.4)
Chocolate and Candy Consumption (times per week)	2.3 (2.1; 2.5) *	2.9 (2.8; 3.1) *
Total Discretionary Drink Consumption (times per week)	6.2 (5.7; 6.7)	5.1 (4.6; 5.5)
Energy Drinks (times per week)	1.2 (0.9; 1.4)	0.9 (0.7; 1.1)
Sugary Beverages (times per week)	1.6 (1.4; 1.8) *	1.0 (0.8; 1.1) *
Light or Sugar Free Beverages (times per week)	3.4 (3.1; 3.7)	3.2 (2.9; 3.5)
Juice Consumption (times per week)	1.7 (1.5; 1.8) *	1.2 (1.1; 1.3) *

* indicates statistically significant difference ($p < 0.001$) between genders within a country or region.
Grey cells indicate values not collected and/or not valid for comparison.
N refers to the number of participants with the gender in that country or region. See **Appendix 6** for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Age

Across the Nordic Region, age-related differences among adults were observed for many food groups, although the pattern was less consistent within individual countries.

Intake of total fruits and vegetables and vegetables alone was highest among adults aged 30–44 years (2.3 and 1.3 times per day, respectively). A similar pattern was observed in Finland (2.9 times per day for total fruits and vegetables and 1.3 for vegetables), and for vegetables only in Denmark, where the middle-aged group consumed more than the oldest group but not more than the youngest. In Iceland, both the youngest and middle-aged adults reported higher intake than the oldest group.

Intake of pulses was lowest among adults 45-65 years across the Nordic Region. The same trend was seen in Denmark and Iceland, where the youngest adults (18–29 years) reported the highest consumption (0.3 and 0.2 times per day, respectively).

Intake of whole-grain bread increased with age. Across the Nordic Region, the oldest adults reported the highest consumption (2.7 slices per day). Similar patterns were seen in Sweden (2.0 slices per day in the oldest group vs 1.3 in middle-aged and 1.4 in young adults), in Finland (3.4 vs 1.9 slices per day in oldest vs youngest groups), and in Iceland (1.4 slices per day in the oldest group vs 1.0 and 0.7 in the middle and youngest groups, respectively).

Fish intake also tended to increase with age. Across the Nordic Region, adults 45-65 years consumed fish 1.8 times per week, compared with 1.7 times in the youngest group. The same trend appeared in Norway (2.6 vs 1.7 times per week) and Iceland (1.7 vs 1.4 times per week).

Cheese intake increased modestly with age across the region, with similar trends in Denmark and Sweden.

In contrast, intake of total meat, veal/beef/lamb, and other meat decreased with age. Across the Nordic Region, the youngest adults (18–29 years) reported the highest consumption (6.9, 3.0 and 3.9 times per week, respectively) compared with the oldest adults (5.4, 2.5 and 3.0 times per week). The same tendency was found for total meat and other meat in Finland, for total meat in Norway, and for other meat in Iceland.

Intake of cakes, biscuits, and pies increased slightly with age (1.5 times per week in the oldest group vs 1.2 in the youngest), a trend also observed in Finland. In contrast, total discretionary drink and energy drink intake decreased with age. The youngest adults reported the highest levels (7.5 and 2.4 times per week, respectively), compared with 4.2 and 0.3 times per week in those 45-65 years. Similar age trends for total discretionary drinks were found in Sweden and Iceland, and for energy drinks in all countries (except Norway, where the difference was not significant). The youngest and middle-aged adults also consumed more light or sugar-free beverages than those 45-65 years.

No statistically significant age differences were observed for intake of fruits, total dairy, milk, total discretionary foods, chocolate and candy, sugary beverages, or juice.

Table 11a (Denmark). Diet – Adults – Age. Dietary intake frequency (mean (95% CI)) among adults according to age in Denmark: 2024.

DENMARK: Age	18-29	30-44	45+
N	115	248	641
Total Fruit & Vegetable Consumption (times per day)	2.1 (1.7; 2.4)	2.3 (2.1; 2.5)	2.0 (1.8; 2.1)
Fruit Consumption (times per day)	0.8 (0.7; 1.0)	1.0 (0.9; 1.1)	1.0 (0.9; 1.0)
Vegetable Consumption (times per day)	1.2 (1.0; 1.4) [ab]	1.3 (1.2; 1.5) [b]	1.0 (1.0; 1.1) [a]
Pulse Consumption (times per day)	0.3 (0.2; 0.4) [b]	0.2 (0.2; 0.3) [ab]	0.2 (0.1; 0.2) [a]
Total Whole Grain Bread Consumption (slices per day)	3.1 (2.5; 3.7)	2.7 (2.4; 3.0)	2.6 (2.4; 2.8)
Hard Bread Consumption (slices per day)	0.2 (0.0; 0.4)	0.2 (0.2; 0.3)	0.3 (0.2; 0.3)
Rye Bread Consumption (slices per day)	2.0 (1.6; 2.4)	1.9 (1.6; 2.2)	1.7 (1.6; 1.8)
Whole Grain Bread Wheat Consumption (slices per day)	0.8 (0.5; 1.1)	0.6 (0.5; 0.7)	0.7 (0.6; 0.8)
Total Fish Consumption (times per week)	1.5 (1.2; 1.8)	1.5 (1.3; 1.7)	1.8 (1.6; 2.0)
Total Meat Consumption (times per week)	7.3 (6.4; 8.2)	7.4 (6.8; 8.0)	6.8 (6.4; 7.2)
Veal, Beef, Lamb Consumption (times per week)	2.6 (2.2; 3.1)	2.6 (2.3; 2.9)	2.5 (2.2; 2.8)
Other Meat (Chicken, Pork, Venison) Consumption (times per week)	4.7 (3.9; 5.4)	4.9 (4.3; 5.4)	4.3 (3.9; 4.7)
Total Dairy Consumption (times per day)	1.4 (1.2; 1.6)	1.8 (1.6; 1.9)	1.8 (1.7; 1.9)
Cheese Consumption (times per day)	0.4 (0.4; 0.5) [b]	0.5 (0.4; 0.6)[ab]	0.6 (0.6; 0.7) [a]
Milk Product Consumption (times per day)	1.0 (0.8; 1.2)	1.3 (1.1; 1.4)	1.2 (1.0; 1.3)
Total Discretionary Food Consumption (times per week)	4.4 (3.8; 4.9)	5.1 (4.5; 5.6)	4.9 (4.5; 5.3)
Cake, biscuits, pie, etc. Consumption (times per week)	1.5 (1.2; 1.8)	1.5 (1.3; 1.8)	1.6 (1.4; 1.7)
Chocolate and Candy Consumption (times per week)	2.8 (2.4; 3.2)	3.6 (3.1; 4.0)	3.4 (3.1; 3.7)
Total Discretionary Drink Consumption (times per week)	7.4 (5.8; 9.0)	7.5 (6.1; 9.0)	5.3 (4.6; 6.1)
Energy Drinks (times per week)	1.2 (0.8; 1.6) [b]	0.8 (0.4; 1.2) [ab]	0.2 (0.1; 0.3) [a]
Sugary Beverages (times per week)	2.7 (1.9; 3.5)	2.2 (1.5; 2.9)	1.6 (1.2; 1.9)
Light or Sugar Free Beverages (times per week)	3.5 (2.4; 4.6)	4.6 (3.6; 5.7)	3.6 (2.9; 4.4)
Juice Consumption (times per week)	1.5 (0.9; 2.0)	1.2 (0.9; 1.5)	1.2 (1.0; 1.3)

Different letters (a, b, c) indicate statistically significant difference ($p < 0.001$) between age groups within a country or region after a statistically significant global test ($p < 0.001$).
No Letters (a, b, c) indicate no statistically significant difference ($p \geq 0.001$) between age groups within a country or region and/or no statistically significant global test ($p \geq 0.001$).
N refers to the number of participants with the age groups in that country or region. See **Appendix 6** for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Table 11b (Norway). Diet – Adults – Age. Dietary intake frequency (mean (95% CI)) among adults according to age in Norway: 2024.

NORWAY: Age	18-29	30-44	45+
N	121	245	644
Total Fruit & Vegetable Consumption (times per day)	2.2 (1.8; 2.6)	2.2 (2.0; 2.4)	2.1 (1.9; 2.2)
Fruit Consumption (times per day)	0.9 (0.8; 1.1)	1.0 (0.9; 1.1)	1.0 (0.9; 1.1)
Vegetable Consumption (times per day)	1.3 (1.1; 1.5)	1.3 (1.1; 1.4)	1.1 (1.0; 1.2)
Pulse Consumption (times per day)	0.2 (0.1; 0.2)	0.1 (0.1; 0.2)	0.1 (0.1; 0.1)
Total Whole Grain Bread Consumption (slices per day)	3.1 (2.4; 3.7)	3.4 (3.1; 3.8)	3.6 (3.3; 3.9)
Hard Bread Consumption (slices per day)	0.4 (0.2; 0.7) [b]	1.2 (1.0; 1.4) [a]	1.2 (1.1; 1.4) [a]
Rye Bread Consumption (slices per day)	0.1 (0.0; 0.2)	0.1 (0.1; 0.2)	0.2 (0.1; 0.3)
Whole Grain Bread Wheat Consumption (slices per day)	2.5 (1.9; 3.1)	2.2 (1.8; 2.5)	2.2 (1.9; 2.4)
Total Fish Consumption (times per week)	1.7 (1.4; 2.0) [b]	2.1 (1.9; 2.3) [ab]	2.6 (2.4; 2.8) [a]
Total Meat Consumption (times per week)	7.0 (6.3; 7.8) [b]	6.0 (5.4; 6.6) [ab]	5.0 (4.6; 5.4) [a]
Veal, Beef, Lamb Consumption (times per week)	3.1 (2.5; 3.7)	2.8 (2.4; 3.1)	2.4 (2.1; 2.7)
Other Meat (Chicken, Pork, Venison) Consumption (times per week)	4.0 (3.2; 4.8)	3.2 (2.6; 3.8)	2.6 (2.3; 3.0)
Total Dairy Consumption (times per day)	1.8 (1.6; 2.1)	2.0 (1.8; 2.1)	1.9 (1.7; 2.0)
Cheese Consumption (times per day)	0.6 (0.5; 0.7) [a]	0.9 (0.8; 1.0) [a]	0.8 (0.7; 0.9) [a]
Milk Product Consumption (times per day)	1.2 (1.0; 1.4)	1.1 (0.9; 1.3)	1.1 (0.9; 1.2)
Total Discretionary Food Consumption (times per week)	2.8 (2.3; 3.2)	3.7 (3.2; 4.1)	3.1 (2.8; 3.3)
Cake, biscuits, pie, etc. Consumption (times per week)	0.7 (0.5; 0.8)	0.8 (0.6; 0.9)	0.8 (0.7; 0.9)
Chocolate and Candy Consumption (times per week)	2.1 (1.7; 2.4)	2.9 (2.5; 3.3)	2.3 (2.1; 2.5)
Total Discretionary Drink Consumption (times per week)	7.8 (6.4; 9.1)	6.9 (5.5; 8.4)	5.5 (4.3; 6.8)
Energy Drinks (times per week)	2.3 (1.5; 3.2)	0.9 (0.5; 1.2)	0.5 (-0.2; 1.1)
Sugary Beverages (times per week)	1.4 (0.9; 1.9)	0.9 (0.6; 1.2)	1.4 (0.6; 2.1)
Light or Sugar Free Beverages (times per week)	4.0 (3.0; 4.9)	5.2 (3.9; 6.5)	3.7 (3.0; 4.4)
Juice Consumption (times per week)	1.7 (1.1; 2.2)	1.8 (1.4; 2.1)	1.7 (1.4; 1.9)

Different letters (a, b, c) indicate statistically significant difference ($p < 0.001$) between age groups within a country or region after a statistically significant global test ($p < 0.001$).
No Letters (a, b, c) indicate no statistically significant difference ($p \geq 0.001$) between age groups within a country or region and/or no statistically significant global test ($p \geq 0.001$).
N refers to the number of participants with the age groups in that country or region. See **Appendix 6** for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Table 11c (Sweden). Diet – Adults – Age. Dietary intake frequency (mean (95% CI)) among adults according to age in Sweden: 2024.

SWEDEN: Age	18-29	30-44	45+
N	78	335	586
Total Fruit & Vegetable Consumption (times per day)	2.0 (1.6; 2.3)	2.2 (2.0; 2.4)	2.2 (2.0; 2.3)
Fruit Consumption (times per day)	0.7 (0.6; 0.9)	0.9 (0.8; 1.0)	1.0 (0.9; 1.1)
Vegetable Consumption (times per day)	1.2 (1.0; 1.5)	1.3 (1.2; 1.4)	1.2 (1.1; 1.3)
Pulse Consumption (times per day)	0.2 (0.2; 0.3)	0.3 (0.2; 0.3)	0.2 (0.2; 0.2)
Total Whole Grain Bread Consumption (slices per day)	1.4 (0.7; 2.0) [ab]	1.3 (1.1; 1.5) [b]	2.0 (1.8; 2.2) [a]
Hard Bread Consumption (slices per day)	0.6 (0.3; 0.9)	0.7 (0.5; 0.8)	0.9 (0.8; 1.1)
Rye Bread Consumption (slices per day)			
Whole Grain Bread Wheat Consumption (slices per day)	0.7 (0.4; 1.1) [ab]	0.6 (0.5; 0.7) [b]	1.0 (0.9; 1.2) [a]
Total Fish Consumption (times per week)	1.0 (0.8; 1.2)	1.4 (1.0; 1.7)	1.4 (1.3; 1.5)
Total Meat Consumption (times per week)	5.8 (4.9; 6.7)	5.3 (4.8; 5.7)	4.9 (4.6; 5.1)
Veal, Beef, Lamb Consumption (times per week)	3.2 (2.5; 3.9)	2.6 (2.3; 2.9)	2.5 (2.2; 2.7)
Other Meat (Chicken, Pork, Venison) Consumption (times per week)	2.6 (1.9; 3.4)	2.6 (2.3; 3.0)	2.4 (2.1; 2.7)
Total Dairy Consumption (times per day)	2.2 (1.7; 2.7)	2.0 (1.8; 2.1)	2.1 (1.9; 2.2)
Cheese Consumption (times per day)	0.6 (0.4; 0.8) [ab]	0.6 (0.6; 0.7) [b]	0.8 (0.7; 0.9) [a]
Milk Product Consumption (times per day)	1.6 (1.2; 2.0)	1.3 (1.2; 1.5)	1.3 (1.2; 1.4)
Total Discretionary Food Consumption (times per week)	3.4 (2.2; 4.7)	3.2 (2.9; 3.6)	4.0 (3.4; 4.5)
Cake, biscuits, pie, etc. Consumption (times per week)	1.0 (0.8; 1.3)	1.3 (1.1; 1.5)	1.5 (1.3; 1.7)
Chocolate and Candy Consumption (times per week)	2.4 (1.2; 3.6)	2.0 (1.8; 2.2)	2.5 (2.0; 3.0)
Total Discretionary Drink Consumption (times per week)	6.5 (3.6; 9.5) [a]	3.7 (3.0; 4.4) [a]	2.5 (2.1; 2.9) [a]
Energy Drinks (times per week)	1.9 (0.5; 3.3) [a]	0.6 (0.3; 0.8) [a]	0.2 (0.1; 0.2) [a]
Sugary Beverages (times per week)	1.0 (0.6; 1.4)	0.7 (0.5; 0.8)	0.8 (0.6; 1.0)
Light or Sugar Free Beverages (times per week)	3.6 (1.8; 5.5)	2.5 (1.9; 3.1)	1.6 (1.3; 1.9)
Juice Consumption (times per week)	1.4 (0.4; 2.4)	1.1 (0.8; 1.3)	1.7 (1.4; 1.9)

Different letters (a, b, c) indicate statistically significant difference ($p < 0.001$) between age groups within a country or region after a statistically significant global test ($p < 0.001$).
No Letters (a, b, c) indicate no statistically significant difference ($p \geq 0.001$) between age groups within a country or region and/or no statistically significant global test ($p \geq 0.001$).
Grey cells indicate values not collected and/or not valid for comparison.
N refers to the number of participants with the age groups in that country or region. See **Appendix 6** for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Table 11d (Finland). Diet – Adults – Age. Dietary intake frequency (mean (95% CI)) among adults according to age in Finland: 2024.

FINLAND: Age	18-29	30-44	45+
N	71	248	701
Total Fruit & Vegetable Consumption (times per day)	2.3 (1.9; 2.7) [ab]	2.9 (2.6; 3.1) [b]	2.3 (2.1; 2.5) [a]
Fruit Consumption (times per day)	1.0 (0.8; 1.2)	1.2 (1.1; 1.4)	1.1 (1.0; 1.2)
Vegetable Consumption (times per day)	1.3 (1.1; 1.5) [ab]	1.6 (1.5; 1.8) [b]	1.2 (1.1; 1.3) [a]
Pulse Consumption (times per day)	0.2 (0.1; 0.2)	0.2 (0.1; 0.2)	0.1 (0.1; 0.1)
Total Whole Grain Bread Consumption (slices per day)	1.9 (1.5; 2.3) [b]	2.7 (2.4; 3.0) [ab]	3.4 (3.1; 3.6) [a]
Hard Bread Consumption (slices per day)	0.1 (0.0; 0.1) [b]	0.2 (0.2; 0.3) [ab]	0.4 (0.3; 0.4) [a]
Rye Bread Consumption (slices per day)	1.1 (0.9; 1.4) [b]	1.5 (1.3; 1.7) [ab]	1.9 (1.7; 2.2) [a]
Whole Grain Bread Wheat Consumption (slices per day)	0.7 (0.4; 1.0)	1.0 (0.8; 1.1)	1.1 (1.0; 1.3)
Total Fish Consumption (times per week)	0.9 (0.7; 1.1)	1.3 (1.1; 1.4)	1.2 (1.1; 1.3)
Total Meat Consumption (times per week)	9.2 (8.1; 10.4) [b]	6.9 (6.3; 7.4) [a]	5.9 (5.4; 6.3) [a]
Veal, Beef, Lamb Consumption (times per week)	3.8 (3.0; 4.5)	2.8 (2.4; 3.1)	2.5 (2.1; 2.8)
Other Meat (Chicken, Pork, Venison) Consumption (times per week)	5.5 (4.5; 6.5) [b]	4.1 (3.6; 4.6) [ab]	3.4 (3.0; 3.8) [a]
Total Dairy Consumption (times per day)	2.7 (2.1; 3.3)	2.8 (2.6; 3.1)	3.0 (2.7; 3.2)
Cheese Consumption (times per day)	0.8 (0.5; 1.0)	0.9 (0.8; 1.0)	0.9 (0.8; 1.0)
Milk Product Consumption (times per day)	1.9 (1.5; 2.3)	1.9 (1.7; 2.1)	2.1 (1.9; 2.2)
Total Discretionary Food Consumption (times per week)	2.9 (2.1; 3.7) [ab]	3.2 (2.8; 3.6) [b]	4.3 (3.9; 4.8) [a]
Cake, biscuits, pie, etc. Consumption (times per week)	1.1 (0.7; 1.5) [b]	1.3 (1.0; 1.5) [b]	2.2 (1.9; 2.5) [a]
Chocolate and Candy Consumption (times per week)	1.8 (1.3; 2.3)	1.9 (1.6; 2.2)	2.1 (1.8; 2.4)
Total Discretionary Drink Consumption (times per week)	4.0 (3.1; 5.0)	3.9 (3.2; 4.6)	2.9 (2.2; 3.5)
Energy Drinks (times per week)	1.3 (0.7; 1.9) [b]	0.6 (0.4; 0.8) [b]	0.1 (0.0; 0.1) [a]
Sugary Beverages (times per week)	0.9 (0.6; 1.2)	0.9 (0.7; 1.2)	0.9 (0.6; 1.1)
Light or Sugar Free Beverages (times per week)	1.8 (1.2; 2.5)	2.4 (1.8; 3.0)	2.0 (1.3; 2.6)
Juice Consumption (times per week)	1.3 (0.8; 1.7)	1.7 (1.3; 2.0)	2.0 (1.5; 2.4)

Different letters (a, b, c) indicate statistically significant difference ($p < 0.001$) between age groups within a country or region after a statistically significant global test ($p < 0.001$).
No Letters (a, b, c) indicate no statistically significant difference ($p \geq 0.001$) between age groups within a country or region and/or no statistically significant global test ($p \geq 0.001$).
N refers to the number of participants with the age groups in that country or region. See **Appendix 6** for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Table 11e (Iceland). Diet – Adults – Age. Dietary intake frequency (mean (95% CI)) among adults according to age in Iceland: 2024.

ICELAND: Age	18-29	30-44	45+
N	86	307	628
Total Fruit & Vegetable Consumption (times per day)	2.1 (1.7; 2.5) [ab]	2.0 (1.9; 2.2) [b]	1.5 (1.4; 1.6) [a]
Fruit Consumption (times per day)	1.1 (0.8; 1.3) [a]	0.9 (0.8; 1.0) [a]	0.7 (0.7; 0.8) [a]
Vegetable Consumption (times per day)	1.1 (0.8; 1.3) [ab]	1.1 (1.0; 1.2) [b]	0.8 (0.7; 0.8) [a]
Pulse Consumption (times per day)	0.2 (0.1; 0.3) [ab]	0.1 (0.1; 0.1) [b]	0.1 (0.0; 0.1) [a]
Total Whole Grain Bread Consumption (slices per day)	0.7 (0.5; 0.9) [b]	1.0 (0.9; 1.2) [b]	1.4 (1.3; 1.6) [a]
Hard Bread Consumption (slices per day)	0.2 (0.1; 0.3) [b]	0.4 (0.3; 0.5) [ab]	0.6 (0.5; 0.7) [a]
Rye Bread Consumption (slices per day)	0.1 (0.0; 0.1) [b]	0.1 (0.1; 0.1) [b]	0.2 (0.1; 0.2) [a]
Whole Grain Bread Wheat Consumption (slices per day)	0.4 (0.3; 0.6)	0.6 (0.4; 0.7)	0.7 (0.6; 0.8)
Total Fish Consumption (times per week)	1.4 (1.2; 1.7) [b]	1.7 (1.6; 1.9) [b]	2.1 (2.0; 2.2) [a]
Total Meat Consumption (times per week)	5.5 (4.7; 6.4)	5.2 (4.8; 5.5)	4.4 (4.2; 4.7)
Veal, Beef, Lamb Consumption (times per week)	2.6 (2.1; 3.1)	2.6 (2.3; 2.8)	2.5 (2.3; 2.8)
Other Meat (Chicken, Pork, Venison) Consumption (times per week)	2.9 (2.3; 3.6) [a]	2.6 (2.3; 2.9) [a]	1.9 (1.7; 2.1) [a]
Total Dairy Consumption (times per day)	1.7 (1.4; 2.0)	2.0 (1.8; 2.2)	2.3 (2.1; 2.5)
Cheese Consumption (times per day)	0.6 (0.5; 0.8)	0.7 (0.6; 0.8)	0.8 (0.7; 0.8)
Milk Product Consumption (times per day)	1.0 (0.8; 1.3)	1.2 (1.1; 1.4)	1.5 (1.4; 1.7)
Total Discretionary Food Consumption (times per week)	4.0 (3.0; 5.0)	5.4 (4.8; 6.0)	4.6 (4.1; 5.0)
Cake, biscuits, pie, etc. Consumption (times per week)	1.4 (1.0; 1.8)	1.8 (1.5; 2.1)	1.7 (1.5; 2.0)
Chocolate and Candy Consumption (times per week)	2.6 (1.9; 3.4)	3.6 (3.2; 4.0)	2.9 (2.6; 3.2)
Total Discretionary Drink Consumption (times per week)	11.1 (8.6; 13.5) [b]	9.2 (8.0; 10.4) [b]	4.7 (4.0; 5.3) [a]
Energy Drinks (times per week)	4.8 (3.5; 6.2) [b]	2.9 (2.3; 3.6) [b]	0.4 (0.3; 0.6) [a]
Sugary Beverages (times per week)	1.4 (0.9; 2.0)	1.9 (1.4; 2.5)	1.3 (0.9; 1.7)
Light or Sugar Free Beverages (times per week)	4.8 (3.3; 6.3)	4.4 (3.7; 5.2)	2.9 (2.4; 3.5)
Juice Consumption (times per week)	1.0 (0.7; 1.4)	1.2 (0.9; 1.5)	1.0 (0.8; 1.2)

Different letters (a, b, c) indicate statistically significant difference ($p < 0.001$) between age groups within a country or region after a statistically significant global test ($p < 0.001$).
No Letters (a, b, c) indicate no statistically significant difference ($p \geq 0.001$) between age groups within a country or region and/or no statistically significant global test ($p \geq 0.001$).
N refers to the number of participants with the age groups in that country or region. See **Appendix 6** for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Table 11f (Nordic Region). Diet – Adults – Age. Dietary intake frequency (mean (95% CI)) among adults according to age in the Nordic Region: 2024.

NORDIC REGION: Age	18-29	30-44	45+
N	471	1383	3200
Total Fruit & Vegetable Consumption (times per day)	2.1 (2.0; 2.3) [ab]	2.3 (2.3; 2.4) [b]	2.0 (2.0; 2.1) [a]
Fruit Consumption (times per day)	0.9 (0.8; 1.0)	1.0 (1.0; 1.1)	1.0 (0.9; 1.0)
Vegetable Consumption (times per day)	1.2 (1.1; 1.3) [ab]	1.3 (1.3; 1.4) [b]	1.1 (1.0; 1.1) [a]
Pulse Consumption (times per day)	0.2 (0.2; 0.2) [b]	0.2 (0.2; 0.2) [b]	0.1 (0.1; 0.1) [a]
Total Whole Grain Bread Consumption (slices per day)	2.0 (1.8; 2.2) [b]	2.2 (2.1; 2.3) [b]	2.7 (2.6; 2.8) [a]
Hard Bread Consumption (slices per day)	0.3 (0.2; 0.4) [b]	0.5 (0.5; 0.6) [c]	0.7 (0.6; 0.8) [a]
Rye Bread Consumption (slices per day)			
Whole Grain Bread Wheat Consumption (slices per day)	1.0 (0.8; 1.2) [ab]	1.0 (0.9; 1.0) [b]	1.2 (1.1; 1.2) [a]
Total Fish Consumption (times per week)	1.3 (1.2; 1.4) [b]	1.6 (1.5; 1.7) [b]	1.8 (1.8; 1.9) [a]
Total Meat Consumption (times per week)	6.9 (6.5; 7.4) [b]	6.1 (5.9; 6.3) [b]	5.4 (5.2; 5.6) [a]
Veal, Beef, Lamb Consumption (times per week)	3.0 (2.8; 3.3) [b]	2.7 (2.5; 2.8) [ab]	2.5 (2.3; 2.6) [a]
Other Meat (Chicken, Pork, Venison) Consumption (times per week)	3.9 (3.5; 4.3) [b]	3.5 (3.2; 3.7) [b]	3.0 (2.8; 3.1) [a]
Total Dairy Consumption (times per day)	1.9 (1.8; 2.1)	2.1 (2.0; 2.2)	2.2 (2.1; 2.3)
Cheese Consumption (times per day)	0.6 (0.5; 0.7) [b]	0.7 (0.7; 0.8) [ab]	0.8 (0.7; 0.8) [a]
Milk Product Consumption (times per day)	1.3 (1.2; 1.5)	1.4 (1.3; 1.5)	1.4 (1.3; 1.5)
Total Discretionary Food Consumption (times per week)	3.5 (3.2; 3.9)	4.1 (3.9; 4.3)	4.1 (3.9; 4.3)
Cake, biscuits, pie, etc. Consumption (times per week)	1.2 (1.0; 1.3) [b]	1.3 (1.2; 1.4) [ab]	1.5 (1.4; 1.6) [a]
Chocolate and Candy Consumption (times per week)	2.4 (2.0; 2.7)	2.8 (2.6; 2.9)	2.6 (2.5; 2.8)
Total Discretionary Drink Consumption (times per week)	7.5 (6.5; 8.4) [b]	6.2 (5.7; 6.7) [b]	4.2 (3.8; 4.6) [a]
Energy Drinks (times per week)	2.4 (1.9; 2.8) [b]	1.2 (1.0; 1.3) [c]	0.3 (0.1; 0.4) [a]
Sugary Beverages (times per week)	1.5 (1.3; 1.8)	1.3 (1.1; 1.5)	1.2 (1.0; 1.4)
Light or Sugar Free Beverages (times per week)	3.6 (3.0; 4.2) [ab]	3.8 (3.4; 4.1) [b]	2.8 (2.5; 3.1) [a]
Juice Consumption (times per week)	1.4 (1.1; 1.6)	1.4 (1.2; 1.5)	1.5 (1.4; 1.6)

Different letters (a, b, c) indicate statistically significant difference ($p < 0.001$) between age groups within a country or region after a statistically significant global test ($p < 0.001$).
No Letters (a, b, c) indicate no statistically significant difference ($p \geq 0.001$) between age groups within a country or region and/or no statistically significant global test ($p \geq 0.001$).
Grey cells indicate values not collected and/or not valid for comparison.
N refers to the number of participants with the age groups in that country or region. See **Appendix 6** for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Education

Across the region, education-related differences were observed for some food groups, though the number varied by country: more in Denmark than the other countries in the region.

Across the Nordic Region, adults with higher levels of education reported higher intake of total fruits and vegetables (2.6 vs 1.6 times per day), fruits (1.1 vs 0.8), vegetables (1.5 vs 0.8), and pulses (0.2 vs 0.1) compared with those with lower levels of education. Adults with medium levels of education also reported higher intake than the low-education group for total fruits and vegetables, vegetables, and pulses. This pattern was consistent across all Nordic countries individually.

Adults with higher levels of education also reported higher fish intake (1.8 vs 1.6 and 1.5 times per week for high, medium, and low education, respectively) across the Nordic Region, though this difference was statistically significant only in Finland.

Conversely, adults with higher levels of education reported lower intake of total meat (5.7 vs 6.2 times per week) compared with those with medium levels of education, and lower intake of veal, beef, and lamb than both the low- and medium-education groups (2.3 vs 3.0 and 2.9 times per week). Similar results were seen in Denmark and Iceland for veal, beef, and lamb. In Denmark, adults with medium levels of education also reported higher intake of other meat (5.3 times per week) than both the low- and high-education groups (3.5 and 4.3 times per week, respectively).

Intake of total discretionary drinks and sugary beverages was lower among adults with higher levels of education (4.6 times per week) than among those with medium (6.1) or low levels of education (7.2). The same pattern was observed for total discretionary drinks in Norway and Sweden, and for sugary beverages in Denmark, where adults with high levels of education reported lower intake than the medium-education group but not the low-education group.

In Denmark, adults with low levels of education reported lower intake of total dairy and milk compared with both the high- and medium-education groups. In contrast, adults with high levels of education reported higher intake of total discretionary foods and chocolate and candy compared with those with low levels of education, though not compared with the medium-education group.

Table 12a (Denmark). Diet – Adults – Education. Dietary intake frequency (mean (95% CI)) among adults according to education in Denmark: 2024.

DENMARK: Education	Low	Medium	High
N	55	367	578
Total Fruit & Vegetable Consumption (times per day)	1.8 (1.4; 2.3) [ab]	1.9 (1.7; 2.0) [b]	2.5 (2.4; 2.6) [a]
Fruit Consumption (times per day)	0.9 (0.6; 1.1) [ab]	0.8 (0.8; 0.9) [b]	1.1 (1.0; 1.1) [a]
Vegetable Consumption (times per day)	0.9 (0.7; 1.2) [b]	1.0 (0.9; 1.1) [b]	1.4 (1.4; 1.5) [a]
Pulse Consumption (times per day)	0.1 (0.1; 0.2) [b]	0.2 (0.1; 0.2) [b]	0.3 (0.3; 0.3) [a]
Total Whole Grain Bread Consumption (slices per day)	3.0 (2.3; 3.7) [ab]	3.1 (2.7; 3.4) [b]	2.4 (2.2; 2.5) [a]
Hard Bread Consumption (slices per day)	0.3 (-0.0; 0.6)	0.2 (0.1; 0.2)	0.3 (0.2; 0.3)
Rye Bread Consumption (slices per day)	2.0 (1.5; 2.5) [ab]	2.1 (1.9; 2.4) [b]	1.5 (1.3; 1.6) [a]
Whole Grain Bread Wheat Consumption (slices per day)	0.8 (0.4; 1.1)	0.7 (0.6; 0.8)	0.6 (0.6; 0.7)
Total Fish Consumption (times per week)	1.5 (1.1; 1.9)	1.6 (1.5; 1.8)	1.7 (1.5; 1.8)
Total Meat Consumption (times per week)	6.8 (5.6; 7.9) [ab]	8.1 (7.6; 8.6) [b]	6.3 (5.9; 6.7) [a]
Veal, Beef, Lamb Consumption (times per week)	3.3 (2.5; 4.1) [ab]	2.7 (2.5; 3.0) [b]	2.0 (1.9; 2.2) [a]
Other Meat (Chicken, Pork, Venison) Consumption (times per week)	3.5 (2.5; 4.4) [a]	5.3 (4.9; 5.8) [a]	4.3 (3.9; 4.6) [a]
Total Dairy Consumption (times per day)	1.2 (1.0; 1.4) [b]	1.7 (1.5; 1.8) [a]	1.9 (1.8; 2.1) [a]
Cheese Consumption (times per day)	0.4 (0.3; 0.6)	0.5 (0.5; 0.6)	0.6 (0.5; 0.6)
Milk Product Consumption (times per day)	0.7 (0.5; 0.9) [b]	1.1 (1.0; 1.3) [a]	1.4 (1.3; 1.5) [a]
Total Discretionary Food Consumption (times per week)	3.4 (2.6; 4.2) [b]	4.9 (4.5; 5.4) [ab]	5.4 (5.0; 5.7) [a]
Cake, biscuits, pie, etc. Consumption (times per week)	1.2 (0.8; 1.5)	1.6 (1.4; 1.8)	1.7 (1.5; 1.8)
Chocolate and Candy Consumption (times per week)	2.3 (1.7; 2.8) [b]	3.4 (3.0; 3.7) [ab]	3.7 (3.4; 4.0) [a]
Total Discretionary Drink Consumption (times per week)	7.7 (5.4; 9.9) [ab]	7.9 (6.7; 9.0) [b]	4.6 (4.0; 5.2) [a]
Energy Drinks (times per week)	0.9 (0.3; 1.6)	0.7 (0.5; 0.9)	0.4 (0.2; 0.6)
Sugary Beverages (times per week)	2.3 (1.3; 3.4) [ab]	2.8 (2.2; 3.4) [b]	1.1 (0.9; 1.3) [a]
Light or Sugar Free Beverages (times per week)	4.6 (2.6; 6.6)	4.4 (3.6; 5.2)	3.2 (2.6; 3.7)
Juice Consumption (times per week)	1.6 (0.8; 2.4)	1.2 (1.0; 1.4)	1.2 (1.0; 1.4)

Different letters (a, b, c) indicate statistically significant difference ($p < 0.001$) between education levels within a country or region after a statistically significant global test ($p < 0.001$).
No letters (a, b, c) indicate no statistically significant difference ($p >= 0.001$) between education levels within a country or region and/or no statistically significant global test ($p >= 0.001$).
N refers to the number of participants with the education level in that country or region. See **Appendix 6** for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Table 12b (Norway). Diet – Adults – Education. Dietary intake frequency (mean (95% CI)) among adults according to education in Norway: 2024.

NORWAY: Education	Low	Medium	High
N	31	338	637
Total Fruit & Vegetable Consumption (times per day)	1.6 (1.2; 2.0) [b]	2.0 (1.9; 2.2) [b]	2.5 (2.3; 2.6) [a]
Fruit Consumption (times per day)	0.7 (0.5; 1.0)	0.9 (0.8; 1.0)	1.1 (1.0; 1.2)
Vegetable Consumption (times per day)	0.9 (0.6; 1.1) [b]	1.1 (1.0; 1.2) [b]	1.4 (1.3; 1.5) [a]
Pulse Consumption (times per day)	0.0 (0.0; 0.1) [b]	0.1 (0.1; 0.1) [a]	0.2 (0.1; 0.2) [a]
Total Whole Grain Bread Consumption (slices per day)	2.7 (1.8; 3.7)	3.9 (3.6; 4.2)	3.3 (3.1; 3.5)
Hard Bread Consumption (slices per day)	0.8 (0.4; 1.2)	1.1 (0.9; 1.3)	1.1 (1.0; 1.2)
Rye Bread Consumption (slices per day)	0.1 (-0.1; 0.3)	0.2 (0.1; 0.3)	0.1 (0.1; 0.2)
Whole Grain Bread Wheat Consumption (slices per day)	1.9 (1.1; 2.8)	2.5 (2.3; 2.8)	2.0 (1.9; 2.2)
Total Fish Consumption (times per week)	1.9 (1.3; 2.4)	2.2 (2.0; 2.4)	2.5 (2.4; 2.7)
Total Meat Consumption (times per week)	5.4 (3.9; 6.9)	5.9 (5.4; 6.3)	5.7 (5.4; 6.0)
Veal, Beef, Lamb Consumption (times per week)	2.5 (1.6; 3.4)	3.0 (2.7; 3.4)	2.4 (2.2; 2.5)
Other Meat (Chicken, Pork, Venison) Consumption (times per week)	2.9 (1.5; 4.4)	2.9 (2.5; 3.2)	3.4 (3.1; 3.6)
Total Dairy Consumption (times per day)	1.9 (1.5; 2.3)	1.9 (1.7; 2.0)	1.9 (1.8; 2.0)
Cheese Consumption (times per day)	0.7 (0.5; 0.9)	0.8 (0.7; 0.8)	0.8 (0.8; 0.9)
Milk Product Consumption (times per day)	1.2 (0.8; 1.5)	1.1 (1.0; 1.2)	1.1 (1.0; 1.2)
Total Discretionary Food Consumption (times per week)	2.4 (1.7; 3.1)	3.3 (3.0; 3.7)	3.3 (3.1; 3.6)
Cake, biscuits, pie, etc. Consumption (times per week)	0.6 (0.3; 0.8)	0.8 (0.7; 0.9)	0.8 (0.7; 0.8)
Chocolate and Candy Consumption (times per week)	1.9 (1.3; 2.5)	2.5 (2.2; 2.8)	2.6 (2.4; 2.8)
Total Discretionary Drink Consumption (times per week)	7.6 (3.9; 11.4) [ab]	7.5 (6.4; 8.5) [b]	5.2 (4.5; 5.8) [a]
Energy Drinks (times per week)	1.6 (-0.4; 3.7)	1.1 (0.8; 1.5)	0.6 (0.4; 0.8)
Sugary Beverages (times per week)	2.5 (0.4; 4.6)	1.3 (0.9; 1.6)	0.7 (0.5; 0.8)
Light or Sugar Free Beverages (times per week)	3.5 (1.2; 5.8)	5.1 (4.2; 5.9)	3.9 (3.3; 4.5)
Juice Consumption (times per week)	1.0 (0.4; 1.7)	1.8 (1.4; 2.1)	1.8 (1.6; 2.1)

Different letters (a, b, c) indicate statistically significant difference ($p < 0.001$) between education levels within a country or region after a statistically significant global test ($p < 0.001$).
No letters (a, b, c) indicate no statistically significant difference ($p >= 0.001$) between education levels within a country or region and/or no statistically significant global test ($p >= 0.001$).
N refers to the number of participants with the education level in that country or region. See **Appendix 6** for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Table 12c (Sweden). Diet – Adults – Education. Dietary intake frequency (mean (95% CI)) among adults according to education in Sweden: 2024.

SWEDEN: Education	Low	Medium	High
N	32	377	585
Total Fruit & Vegetable Consumption (times per day)	1.3 (1.0; 1.7) [b]	2.1 (1.9; 2.3) [a]	2.5 (2.3; 2.6) [a]
Fruit Consumption (times per day)	0.6 (0.4; 0.9) [ab]	0.8 (0.7; 0.9) [b]	1.0 (1.0; 1.1) [a]
Vegetable Consumption (times per day)	0.7 (0.5; 0.9) [b]	1.2 (1.1; 1.4) [a]	1.4 (1.3; 1.5) [a]
Pulse Consumption (times per day)	0.1 (0.1; 0.2) [b]	0.2 (0.2; 0.3) [ab]	0.3 (0.2; 0.3) [a]
Total Whole Grain Bread Consumption (slices per day)	2.4 (1.6; 3.2)	1.5 (1.3; 1.7)	1.4 (1.3; 1.5)
Hard Bread Consumption (slices per day)	1.3 (0.7; 1.9)	0.7 (0.6; 0.8)	0.6 (0.6; 0.7)
Rye Bread Consumption (slices per day)			
Whole Grain Bread Wheat Consumption (slices per day)	1.1 (0.6; 1.5)	0.8 (0.7; 0.9)	0.7 (0.7; 0.8)
Total Fish Consumption (times per week)	1.6 (0.6; 2.5)	1.2 (1.0; 1.3)	1.4 (1.3; 1.5)
Total Meat Consumption (times per week)	5.0 (4.4; 5.7)	5.6 (5.1; 6.1)	5.0 (4.6; 5.4)
Veal, Beef, Lamb Consumption (times per week)	3.1 (2.3; 3.8)	2.8 (2.5; 3.2)	2.4 (2.1; 2.8)
Other Meat (Chicken, Pork, Venison) Consumption (times per week)	2.0 (1.2; 2.7)	2.8 (2.4; 3.2)	2.5 (2.2; 2.8)
Total Dairy Consumption (times per day)	2.5 (1.7; 3.3)	2.0 (1.8; 2.2)	2.0 (1.9; 2.1)
Cheese Consumption (times per day)	0.9 (0.5; 1.3)	0.7 (0.6; 0.7)	0.7 (0.6; 0.7)
Milk Product Consumption (times per day)	1.6 (1.1; 2.2)	1.3 (1.2; 1.5)	1.3 (1.2; 1.5)
Total Discretionary Food Consumption (times per week)	5.3 (3.0; 7.6)	3.3 (2.8; 3.8)	3.4 (3.1; 3.6)
Cake, biscuits, pie, etc. Consumption (times per week)	1.3 (0.8; 1.8)	1.2 (1.1; 1.4)	1.4 (1.2; 1.5)
Chocolate and Candy Consumption (times per week)	4.1 (1.8; 6.5)	2.1 (1.7; 2.5)	2.0 (1.8; 2.2)
Total Discretionary Drink Consumption (times per week)	5.5 (0.5; 10.4) [ab]	4.6 (3.7; 5.5) [b]	2.7 (2.3; 3.2) [a]
Energy Drinks (times per week)	1.5 (-1.0; 4.0)	0.8 (0.5; 1.1)	0.4 (0.2; 0.5)
Sugary Beverages (times per week)	1.0 (0.5; 1.5)	1.0 (0.7; 1.2)	0.6 (0.5; 0.7)
Light or Sugar Free Beverages (times per week)	3.1 (0.2; 6.1)	2.8 (2.2; 3.5)	1.8 (1.4; 2.1)
Juice Consumption (times per week)	2.2 (0.4; 4.1)	1.2 (1.0; 1.4)	1.3 (1.1; 1.5)

Different letters (a, b, c) indicate statistically significant difference ($p < 0.001$) between education levels within a country or region after a statistically significant global test ($p < 0.001$).
No letters (a, b, c) indicate no statistically significant difference ($p >= 0.001$) between education levels within a country or region and/or no statistically significant global test ($p >= 0.001$).
Grey cells indicate values not collected and/or not valid for comparison.
N refers to the number of participants with the education level in that country or region. See **Appendix 6** for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Table 12d (Finland). Diet – Adults – Education. Dietary intake frequency (mean (95% CI)) among adults according to education in Finland: 2024.

FINLAND: Education	Low	Medium	High
N	34	434	550
Total Fruit & Vegetable Consumption (times per day)	2.1 (1.6; 2.6) [b]	2.1 (1.9; 2.3) [b]	3.1 (3.0; 3.3) [a]
Fruit Consumption (times per day)	1.0 (0.6; 1.5) [ab]	1.0 (0.9; 1.1) [b]	1.3 (1.2; 1.4) [a]
Vegetable Consumption (times per day)	1.1 (0.8; 1.3) [b]	1.1 (1.0; 1.2) [b]	1.8 (1.7; 1.9) [a]
Pulse Consumption (times per day)	0.1 (0.0; 0.1) [ab]	0.1 (0.1; 0.1) [b]	0.2 (0.2; 0.2) [a]
Total Whole Grain Bread Consumption (slices per day)	3.1 (2.5; 3.7)	2.9 (2.6; 3.2)	2.6 (2.3; 2.8)
Hard Bread Consumption (slices per day)	0.4 (0.2; 0.6)	0.3 (0.2; 0.4)	0.2 (0.1; 0.2)
Rye Bread Consumption (slices per day)	1.9 (1.4; 2.4)	1.6 (1.4; 1.8)	1.5 (1.3; 1.6)
Whole Grain Bread Wheat Consumption (slices per day)	0.8 (0.4; 1.2)	1.0 (0.9; 1.2)	0.9 (0.8; 1.1)
Total Fish Consumption (times per week)	1.0 (0.8; 1.2) [ab]	1.0 (0.9; 1.2) [b]	1.4 (1.3; 1.5) [a]
Total Meat Consumption (times per week)	6.8 (5.4; 8.3)	7.4 (6.9; 8.0)	6.6 (6.0; 7.1)
Veal, Beef, Lamb Consumption (times per week)	3.2 (2.3; 4.1)	3.0 (2.7; 3.4)	2.6 (2.2; 2.9)
Other Meat (Chicken, Pork, Venison) Consumption (times per week)	3.6 (2.5; 4.7)	4.4 (3.9; 4.9)	4.0 (3.5; 4.5)
Total Dairy Consumption (times per day)	3.6 (2.8; 4.4)	2.8 (2.6; 3.1)	2.5 (2.3; 2.7)
Cheese Consumption (times per day)	1.1 (0.8; 1.5)	0.9 (0.8; 1.0)	0.8 (0.7; 0.9)
Milk Product Consumption (times per day)	2.5 (1.9; 3.0)	2.0 (1.8; 2.2)	1.7 (1.6; 1.9)
Total Discretionary Food Consumption (times per week)	3.8 (2.5; 5.1)	3.5 (3.1; 3.8)	3.7 (3.3; 4.0)
Cake, biscuits, pie, etc. Consumption (times per week)	2.0 (1.1; 2.8)	1.6 (1.4; 1.8)	1.5 (1.3; 1.7)
Chocolate and Candy Consumption (times per week)	1.8 (1.0; 2.7)	1.9 (1.6; 2.1)	2.2 (1.9; 2.4)
Total Discretionary Drink Consumption (times per week)	4.3 (2.5; 6.1)	3.5 (2.9; 4.1)	3.3 (2.8; 3.8)
Energy Drinks (times per week)	0.4 (-0.1; 0.9)	0.7 (0.4; 1.0)	0.4 (0.2; 0.6)
Sugary Beverages (times per week)	0.7 (0.3; 1.2)	0.9 (0.7; 1.1)	0.9 (0.7; 1.1)
Light or Sugar Free Beverages (times per week)	3.2 (1.4; 5.0)	1.9 (1.4; 2.3)	2.0 (1.6; 2.4)
Juice Consumption (times per week)	1.5 (0.5; 2.6)	1.7 (1.4; 2.1)	1.7 (1.4; 1.9)

Different letters (a, b, c) indicate statistically significant difference ($p < 0.001$) between education levels within a country or region after a statistically significant global test ($p < 0.001$).
No letters (a, b, c) indicate no statistically significant difference ($p >= 0.001$) between education levels within a country or region and/or no statistically significant global test ($p >= 0.001$).
N refers to the number of participants with the education level in that country or region. See **Appendix 6** for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Table 12e (Iceland). Diet – Adults – Education. Dietary intake frequency (mean (95% CI)) among adults according to education in Iceland: 2024.

ICELAND: Education	Low	Medium	High
N	118	313	585
Total Fruit & Vegetable Consumption (times per day)	1.2 (1.0; 1.4) [b]	1.8 (1.6; 2.1) [a]	2.3 (2.1; 2.4) [a]
Fruit Consumption (times per day)	0.7 (0.5; 0.8) [b]	0.9 (0.7; 1.0) [ab]	1.0 (0.9; 1.1) [a]
Vegetable Consumption (times per day)	0.6 (0.5; 0.7) [b]	1.0 (0.8; 1.1) [a]	1.3 (1.2; 1.4) [a]
Pulse Consumption (times per day)	0.0 (0.0; 0.1) [b]	0.1 (0.1; 0.1) [ab]	0.2 (0.1; 0.2) [a]
Total Whole Grain Bread Consumption (slices per day)	1.1 (0.9; 1.4)	1.1 (0.9; 1.2)	1.1 (1.0; 1.3)
Hard Bread Consumption (slices per day)	0.5 (0.3; 0.6)	0.4 (0.3; 0.5)	0.4 (0.4; 0.5)
Rye Bread Consumption (slices per day)	0.1 (0.1; 0.1)	0.1 (0.1; 0.1)	0.1 (0.1; 0.1)
Whole Grain Bread Wheat Consumption (slices per day)	0.5 (0.4; 0.7)	0.6 (0.5; 0.7)	0.6 (0.5; 0.7)
Total Fish Consumption (times per week)	1.8 (1.6; 2.1)	1.8 (1.6; 1.9)	1.7 (1.6; 1.9)
Total Meat Consumption (times per week)	5.2 (4.6; 5.9)	5.1 (4.6; 5.6)	4.7 (4.3; 5.1)
Veal, Beef, Lamb Consumption (times per week)	2.9 (2.5; 3.3) [a]	2.7 (2.4; 3.0) [a]	2.1 (1.9; 2.3) [a]
Other Meat (Chicken, Pork, Venison) Consumption (times per week)	2.3 (1.9; 2.8)	2.4 (2.0; 2.8)	2.6 (2.3; 2.9)
Total Dairy Consumption (times per day)	2.2 (1.9; 2.6)	1.9 (1.8; 2.1)	2.0 (1.8; 2.1)
Cheese Consumption (times per day)	0.7 (0.6; 0.9)	0.7 (0.6; 0.8)	0.7 (0.7; 0.8)
Milk Product Consumption (times per day)	1.5 (1.2; 1.8)	1.2 (1.1; 1.4)	1.2 (1.1; 1.4)
Total Discretionary Food Consumption (times per week)	4.8 (3.9; 5.8)	4.5 (3.9; 5.1)	4.8 (4.4; 5.2)
Cake, biscuits, pie, etc. Consumption (times per week)	1.9 (1.4; 2.3)	1.5 (1.2; 1.8)	1.6 (1.4; 1.8)
Chocolate and Candy Consumption (times per week)	3.0 (2.2; 3.7)	3.0 (2.6; 3.4)	3.2 (3.0; 3.5)
Total Discretionary Drink Consumption (times per week)	9.1 (6.7; 11.5)	7.5 (6.3; 8.7)	7.6 (6.7; 8.5)
Energy Drinks (times per week)	3.1 (1.8; 4.4)	2.1 (1.6; 2.7)	2.4 (1.8; 2.9)
Sugary Beverages (times per week)	1.9 (1.1; 2.8)	1.7 (1.2; 2.1)	1.2 (0.9; 1.4)
Light or Sugar Free Beverages (times per week)	4.2 (2.8; 5.5)	3.7 (2.9; 4.5)	4.1 (3.4; 4.7)
Juice Consumption (times per week)	0.9 (0.5; 1.3)	1.2 (0.9; 1.5)	1.1 (0.9; 1.3)

Different letters (a, b, c) indicate statistically significant difference ($p < 0.001$) between education levels within a country or region after a statistically significant global test ($p < 0.001$).
No letters (a, b, c) indicate no statistically significant difference ($p >= 0.001$) between education levels within a country or region and/or no statistically significant global test ($p >= 0.001$).
N refers to the number of participants with the education level in that country or region. See **Appendix 6** for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Table 12f (Nordic Region). Diet – Adults – Education. Dietary intake frequency (mean (95% CI)) among adults according to education in the Nordic Region: 2024.

NORDIC REGION: Education	Low	Medium	High
N	270	1829	2935
Total Fruit & Vegetable Consumption (times per day)	1.6 (1.4; 1.7) [b]	2.0 (1.9; 2.1) [c]	2.6 (2.5; 2.6) [a]
Fruit Consumption (times per day)	0.8 (0.7; 0.9) [b]	0.9 (0.8; 0.9) [b]	1.1 (1.1; 1.1) [a]
Vegetable Consumption (times per day)	0.8 (0.7; 0.9) [b]	1.1 (1.0; 1.1) [c]	1.5 (1.4; 1.5) [a]
Pulse Consumption (times per day)	0.1 (0.1; 0.1) [b]	0.1 (0.1; 0.2) [c]	0.2 (0.2; 0.2) [a]
Total Whole Grain Bread Consumption (slices per day)	2.3 (2.0; 2.6) [ab]	2.5 (2.4; 2.6) [b]	2.2 (2.1; 2.3) [a]
Hard Bread Consumption (slices per day)	0.6 (0.4; 0.7)	0.5 (0.5; 0.6)	0.5 (0.5; 0.6)
Rye Bread Consumption (slices per day)			
Whole Grain Bread Wheat Consumption (slices per day)	1.0 (0.7; 1.2)	1.1 (1.0; 1.2)	1.0 (0.9; 1.1)
Total Fish Consumption (times per week)	1.6 (1.4; 1.8) [ab]	1.5 (1.5; 1.6) [b]	1.8 (1.7; 1.8) [a]
Total Meat Consumption (times per week)	5.8 (5.3; 6.3) [ab]	6.5 (6.2; 6.7) [b]	5.7 (5.5; 5.8) [a]
Veal, Beef, Lamb Consumption (times per week)	3.0 (2.7; 3.3) [b]	2.9 (2.7; 3.0) [b]	2.3 (2.2; 2.4) [a]
Other Meat (Chicken, Pork, Venison) Consumption (times per week)	2.8 (2.4; 3.2)	3.6 (3.4; 3.8)	3.4 (3.2; 3.5)
Total Dairy Consumption (times per day)	2.2 (2.0; 2.5)	2.1 (2.0; 2.2)	2.1 (2.0; 2.1)
Cheese Consumption (times per day)	0.8 (0.7; 0.9)	0.7 (0.7; 0.7)	0.7 (0.7; 0.7)
Milk Product Consumption (times per day)	1.5 (1.3; 1.7)	1.4 (1.3; 1.5)	1.4 (1.3; 1.4)
Total Discretionary Food Consumption (times per week)	4.0 (3.4; 4.5)	3.9 (3.7; 4.1)	4.1 (3.9; 4.2)
Cake, biscuits, pie, etc. Consumption (times per week)	1.4 (1.2; 1.7)	1.4 (1.3; 1.5)	1.4 (1.3; 1.4)
Chocolate and Candy Consumption (times per week)	2.6 (2.1; 3.1)	2.5 (2.4; 2.7)	2.7 (2.6; 2.8)
Total Discretionary Drink Consumption (times per week)	7.2 (5.8; 8.6) [b]	6.1 (5.6; 6.5) [b]	4.6 (4.3; 4.9) [a]
Energy Drinks (times per week)	1.7 (1.0; 2.4)	1.1 (0.9; 1.2)	0.8 (0.6; 0.9)
Sugary Beverages (times per week)	1.8 (1.2; 2.3) [ab]	1.5 (1.3; 1.7) [b]	0.9 (0.8; 1.0) [a]
Light or Sugar Free Beverages (times per week)	3.8 (2.9; 4.7)	3.5 (3.2; 3.8)	3.0 (2.7; 3.2)
Juice Consumption (times per week)	1.4 (1.0; 1.8)	1.4 (1.3; 1.5)	1.4 (1.3; 1.5)

Different letters (a, b, c) indicate statistically significant difference ($p < 0.001$) between education levels within a country or region after a statistically significant global test ($p < 0.001$).
No letters (a, b, c) indicate no statistically significant difference ($p >= 0.001$) between education levels within a country or region and/or no statistically significant global test ($p >= 0.001$).
Grey cells indicate values not collected and/or not valid for comparison.
N refers to the number of participants with the education level in that country or region. See **Appendix 6** for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Results – Children

Status in each country 2024

In Norway, favorable results were observed with an intake of whole-grain bread and fish consumption above the Nordic average, combined with lower-than-average intake of meat and discretionary foods. Total fruit and vegetable intake was slightly below, but close to, the Nordic average. In contrast, discretionary drinks and dairy intake were above average.

In Finland, a similarly favorable pattern was seen. Whole-grain bread intake was above the Nordic average, and consumption of discretionary foods and drinks was below average. Total fruit and vegetable intake was close to average. However, dairy and meat intake were above the average, while fish intake was below.

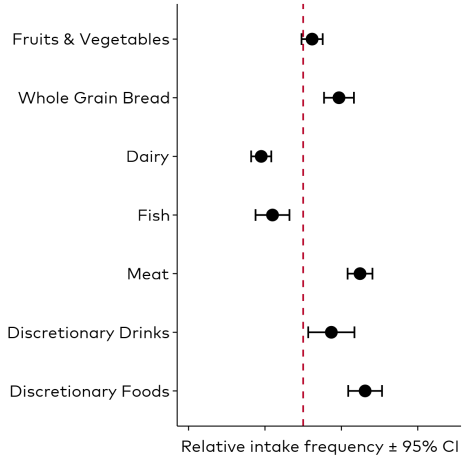
In Sweden, favorable results included lower intake of discretionary drinks and foods compared with the Nordic average, as well as slightly lower intake of meat. Intake of total fruits and vegetables and dairy was close to the average, while whole-grain bread and fish intake were below.

In Denmark, the most favorable finding was higher intake of whole-grain bread compared with the Nordic average. Total fruits and vegetables intake was close to average, while meat and discretionary foods and drinks were above average and fish intake was below. Dairy intake was also below the Nordic average.

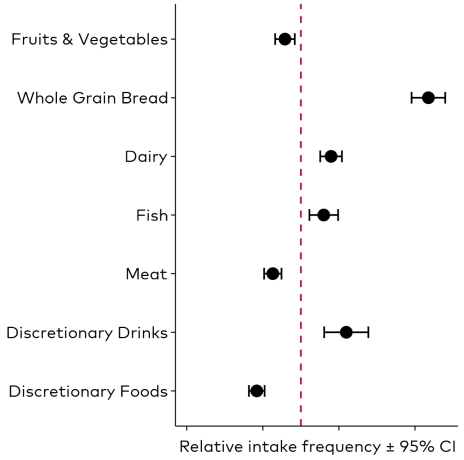
In Iceland, favorable results included higher intake of fish and lower intake of meat than the Nordic average. However, intake of total fruits and vegetables and whole-grain bread was below average, and discretionary food intake was above. Discretionary drinks and dairy intake were close to the Nordic average.

Country specific dietary intakes relative to the Nordic Average (Figures 6-10)

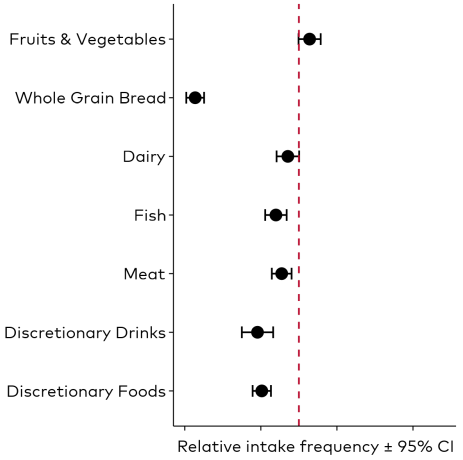
Denmark



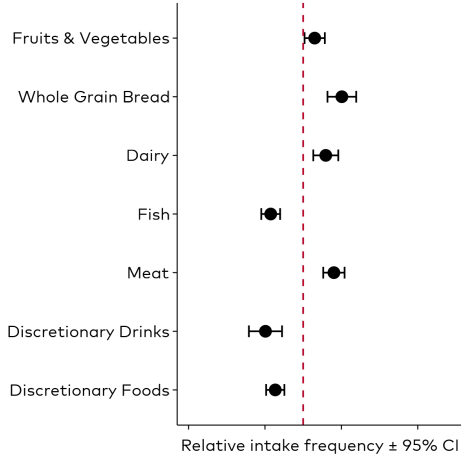
Norway



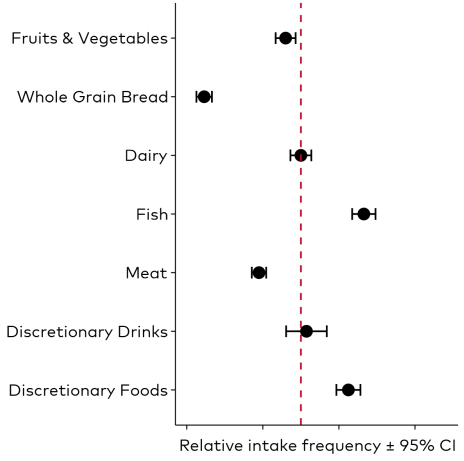
Sweden



Finland



Iceland



The frequency values from the main food categories among children from each specific country compared to the Nordic Average for adults (red line). Values to the left of the red line indicate less frequent intake than the Nordic Average. Each country contributes equally to the Nordic average.

Trend 2014–2024, status 2024, differences and similarities between countries

Food groups that should increase

Across the Nordic Region, total fruits and vegetables intake showed a small but statistically significant decrease between 2014 and 2024, declining from 2.8 to 2.6 times per day. By country, decreases were observed in Denmark (–0.4 times per day), Sweden (–0.2, not statistically significant), and Iceland (–0.2, not statistically significant), while intake remained stable in Norway and Finland.

In 2024, intake levels of total fruits and vegetables were low across all countries, ranging from 2.4 times per day in Norway and Iceland to 2.8 times per day in Finland and Sweden. The declines observed in several countries were mainly driven by reductions in fruit intake. In 2024, fruit consumption was similar across countries (1.2–1.3 times per day).

Vegetable intake also declined slightly at the regional level, though the change was not statistically significant. In 2024, Iceland and Norway had statistically significantly lower vegetable intake (1.1 times per day) than the other countries (1.4–1.5 times per day).

Intake of pulses was not measured in 2014. In 2024, levels were very low and consistent across countries (0.1 times per day).

For whole-grain bread, intake across the region decreased from 3.1 to 2.2 slices per day between 2014 and 2024, with declines in all countries. In 2024, Norway reported the highest consumption (3.7 slices per day), while Iceland (1.9) and Sweden (1.0) had the lowest. Denmark and Finland reported similar levels (2.6–2.7 slices per day).

Trends in fish intake were less certain due to changes in survey questions between 2014 and 2024. Regionally, no overall change was observed (1.6 times per week in both years). By country, consumption appeared to increase slightly in Denmark (+0.4 times per week, not statistically significant) and decrease in Iceland (–0.3), while remaining unchanged in Norway, Sweden, and Finland. In 2024, overall intake remained low: Iceland had the highest fish consumption (2.2 times per week), followed by Norway (1.8), while Denmark, Sweden, and Finland were at similar lower levels (1.4–1.5 times per week).

Food groups that should decrease

Total meat intake was not estimated in 2014. In 2024, Denmark and Finland had the highest intake levels (9.1 and 8.1 times per week, respectively). In the other Nordic countries, intake ranged from 5.4 to 6.3 times per week, with Iceland reporting the lowest. The high intake in Denmark and Finland was partly due to higher consumption of *other meat* (chicken, pork, and venison). In contrast, intake of *veal, beef, and lamb* was more uniform across countries, ranging from 2.7 times per week in Denmark to 3.5 in Finland.

Across the Nordic Region, total discretionary food intake increased from 3.5 to 3.9 times per week between 2014 and 2024. Consumption rose most notably in Denmark (+1.4 times per week) and to a lesser extent in Iceland (+0.5, not significant), while remaining largely unchanged in the other countries. In 2024, Denmark and Iceland had the highest intake (5.1 and 4.8 times per week), whereas the remaining countries reported similar lower levels (3.0–3.3 times per week).

For total discretionary drinks, intake increased regionally from 2.6 to 3.0 times per week between 2014 and 2024. Consumption rose in all countries except Finland, where it declined slightly (–0.7 times per week, not significant). The increase was statistically significant only in Iceland (+1.1 times per week). In 2024, the highest intake levels were observed in Norway, Denmark, and Iceland (3.8, 3.5, and 3.1 times per week, respectively), while Sweden and Finland both reported lower levels (2.4 times per week).

Energy drink intake increased in Norway, while light or sugar-free beverage consumption rose in all countries, though not statistically significantly in Finland. Juice intake declined across all countries (not statistically significantly in Denmark), with lower 2024 consumption seen in Denmark and Finland than in Iceland and Norway.

Other food groups of note

Total dairy intake was not estimated in 2014. In 2024, Finland and Norway reported the highest intake levels (2.0 times per day), while Denmark had the lowest (1.4 times per day).

Across the Nordic Region, cheese intake increased slightly from 0.5 to 0.6 times per day between 2014 and 2024. The increase was driven by higher consumption in Denmark and Iceland (each rising by 0.3 times per day), while intake remained unchanged in Norway, Sweden, and Finland.

Table 13a (Denmark). Diet – Children – 2014-2024. Time trends of dietary intake frequency (mean (95% CI)) among children in Denmark: 2014-2024.

DENMARK: Survey year	2014	2024
N	598	508
Total Fruit & Vegetable Consumption (times per day)	3.1 (3.0; 3.2) *	2.7 (2.6; 2.9) *
Fruit Consumption (times per day)	1.6 (1.5; 1.7) *	1.3 (1.3; 1.4) *
Vegetable Consumption (times per day)	1.5 (1.4; 1.6)	1.4 (1.3; 1.5)
Pulse Consumption (times per day)		0.1 (0.1; 0.1)
Total Whole Grain Bread Consumption (slices per day)	3.6 (3.4; 3.8) *	2.6 (2.4; 2.8) *
Hard Bread Consumption (slices per day)	0.3 (0.2; 0.3)	0.2 (0.2; 0.2)
Rye Bread Consumption (slices per day)	1.8 (1.7; 2.0)	1.5 (1.4; 1.7)
Whole Grain Bread Wheat Consumption (slices per day)	1.4 (1.3; 1.6) *	0.9 (0.8; 1.0) *
Total Fish Consumption (times per week)	1.0 (0.8; 1.2)	1.4 (1.2; 1.5)
Total Meat Consumption (times per week)		9.1 (8.6; 9.5)
Veal, Beef, Lamb Consumption (times per week)		2.7 (2.5; 3.0)
Other Meat (Chicken, Pork, Venison) Consumption (times per week)		6.4 (5.9; 6.8)
Total Dairy Consumption (times per day)		1.4 (1.3; 1.5)
Cheese Consumption (times per day)	0.2 (0.2; 0.3) *	0.4 (0.4; 0.4) *
Milk Product Consumption (times per day)		1.0 (0.9; 1.1)
Total Discretionary Food Consumption (times per week)	3.7 (3.5; 4.0) *	5.1 (4.8; 5.5) *
Cake, biscuits, pie, etc. Consumption (times per week)	1.7 (1.6; 1.9) *	2.2 (2.0; 2.4) *
Chocolate and Candy Consumption (times per week)	2.0 (1.9; 2.1) *	2.9 (2.7; 3.1) *
Total Discretionary Drink Consumption (times per week)	2.9 (2.6; 3.3)	3.5 (3.1; 3.8)
Energy Drinks (times per week)	0.0 (-0.0; 0.0)	0.0 (0.0; 0.0)
Sugary Beverages (times per week)	1.4 (1.2; 1.6)	1.0 (0.9; 1.2)
Light or Sugar Free Beverages (times per week)	1.5 (1.2; 1.8) *	2.4 (2.1; 2.8) *
Juice Consumption (times per week)	1.8 (1.6; 2.0)	1.3 (1.1; 1.6)

* indicates statistically significant difference ($p < 0.001$) between survey years within a country or region.
Grey cells indicate values not collected and/or not valid for comparison.
N refers to the number of participants that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Table 13b (Norway). Diet – Children – 2014-2024. Time trends of dietary intake frequency (mean (95% CI)) among children in Norway: 2014-2024.

NORWAY: Survey year	2014	2024
N	358	510
Total Fruit & Vegetable Consumption (times per day)	2.5 (2.2; 2.7)	2.4 (2.3; 2.5)
Fruit Consumption (times per day)	1.3 (1.2; 1.5)	1.3 (1.2; 1.3)
Vegetable Consumption (times per day)	1.1 (1.0; 1.3)	1.1 (1.0; 1.2)
Pulse Consumption (times per day)		0.1 (0.1; 0.1)
Total Whole Grain Bread Consumption (slices per day)	4.3 (3.8; 4.8)	3.7 (3.5; 3.9)
Hard Bread Consumption (slices per day)	0.6 (0.4; 0.7)	0.5 (0.4; 0.6)
Rye Bread Consumption (slices per day)	0.9 (0.6; 1.2) *	0.0 (0.0; 0.1) *
Whole Grain Bread Wheat Consumption (slices per day)	2.9 (2.4; 3.3)	3.1 (2.9; 3.3)
Total Fish Consumption (times per week)	1.7 (1.6; 1.9)	1.8 (1.7; 1.9)
Total Meat Consumption (times per week)		6.0 (5.6; 6.3)
Veal, Beef, Lamb Consumption (times per week)		2.9 (2.6; 3.1)
Other Meat (Chicken, Pork, Venison) Consumption (times per week)		3.1 (2.8; 3.4)
Total Dairy Consumption (times per day)		2.0 (1.9; 2.1)
Cheese Consumption (times per day)	0.7 (0.6; 0.8)	0.7 (0.7; 0.8)
Milk Product Consumption (times per day)		1.3 (1.2; 1.4)
Total Discretionary Food Consumption (times per week)	2.8 (2.6; 3.1)	3.0 (2.8; 3.1)
Cake, biscuits, pie, etc. Consumption (times per week)	1.1 (0.9; 1.2)	1.0 (1.0; 1.1)
Chocolate and Candy Consumption (times per week)	1.8 (1.6; 2.0)	1.9 (1.8; 2.1)
Total Discretionary Drink Consumption (times per week)	3.0 (2.5; 3.4)	3.8 (3.4; 4.1)
Energy Drinks (times per week)	0.0 (-0.0; 0.0) *	0.1 (0.0; 0.1) *
Sugary Beverages (times per week)	1.3 (1.1; 1.6)	1.1 (0.9; 1.2)
Light or Sugar Free Beverages (times per week)	1.6 (1.2; 2.1) *	2.6 (2.3; 2.9) *
Juice Consumption (times per week)	3.6 (3.1; 4.2) *	2.1 (1.9; 2.4) *

* indicates statistically significant difference ($p < 0.001$) between survey years within a country or region.
Grey cells indicate values not collected and/or not valid for comparison.
N refers to the number of participants that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Table 13c (Sweden). Diet – Children – 2014-2024. Time trends of dietary intake frequency (mean (95% CI)) among children in Sweden: 2014-2024.

SWEDEN: Survey year	2014	2024
N	500	505
Total Fruit & Vegetable Consumption (times per day)	3.0 (2.9; 3.2)	2.8 (2.6; 2.9)
Fruit Consumption (times per day)	1.5 (1.4; 1.6)	1.3 (1.2; 1.4)
Vegetable Consumption (times per day)	1.5 (1.5; 1.6)	1.5 (1.4; 1.6)
Pulse Consumption (times per day)		0.1 (0.1; 0.2)
Total Whole Grain Bread Consumption (slices per day)	1.9 (1.7; 2.1) *	1.0 (0.9; 1.1) *
Hard Bread Consumption (slices per day)	0.6 (0.5; 0.7)	0.5 (0.4; 0.6)
Rye Bread Consumption (slices per day)		
Whole Grain Bread Wheat Consumption (slices per day)	1.3 (1.2; 1.4) *	0.5 (0.4; 0.5) *
Total Fish Consumption (times per week)	1.5 (1.4; 1.6)	1.4 (1.3; 1.5)
Total Meat Consumption (times per week)		6.3 (6.0; 6.7)
Veal, Beef, Lamb Consumption (times per week)		3.1 (2.9; 3.4)
Other Meat (Chicken, Pork, Venison) Consumption (times per week)		3.3 (3.0; 3.6)
Total Dairy Consumption (times per day)		1.7 (1.6; 1.8)
Cheese Consumption (times per day)	0.5 (0.4; 0.6)	0.5 (0.4; 0.5)
Milk Product Consumption (times per day)		1.2 (1.1; 1.3)
Total Discretionary Food Consumption (times per week)	3.1 (2.7; 3.6)	3.1 (2.9; 3.3)
Cake, biscuits, pie, etc. Consumption (times per week)	1.7 (1.3; 2.2)	1.3 (1.2; 1.4)
Chocolate and Candy Consumption (times per week)	1.4 (1.3; 1.5) *	1.8 (1.7; 1.9) *
Total Discretionary Drink Consumption (times per week)	2.0 (1.7; 2.2)	2.4 (2.1; 2.6)
Energy Drinks (times per week)	0.0 (0.0; 0.0)	0.0 (-0.0; 0.0)
Sugary Beverages (times per week)	1.4 (1.3; 1.6) *	1.0 (0.8; 1.2) *
Light or Sugar Free Beverages (times per week)	0.5 (0.3; 0.8) *	1.3 (1.2; 1.5) *
Juice Consumption (times per week)	2.3 (2.0; 2.7) *	1.6 (1.4; 1.8) *

* indicates statistically significant difference ($p < 0.001$) between survey years within a country or region.
Grey cells indicate values not collected and/or not valid for comparison.
N refers to the number of participants that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Table 13d (Finland). Diet – Children – 2014-2024. Time trends of dietary intake frequency (mean (95% CI)) among children in Finland: 2014-2024.

Finland: Survey year	2014	2024
N	500	503
Total Fruit & Vegetable Consumption (times per day)	2.8 (2.6; 2.9)	2.8 (2.6; 2.9)
Fruit Consumption (times per day)	1.2 (1.1; 1.3)	1.2 (1.2; 1.3)
Vegetable Consumption (times per day)	1.6 (1.5; 1.7)	1.5 (1.4; 1.6)
Pulse Consumption (times per day)		0.1 (0.1; 0.1)
Total Whole Grain Bread Consumption (slices per day)	3.7 (3.4; 3.9) *	2.7 (2.5; 2.8) *
Hard Bread Consumption (slices per day)	0.7 (0.6; 0.8) *	0.4 (0.4; 0.5) *
Rye Bread Consumption (slices per day)	1.8 (1.7; 2.0) *	1.1 (1.0; 1.2) *
Whole Grain Bread Wheat Consumption (slices per day)	1.2 (1.0; 1.3)	1.1 (1.0; 1.2)
Total Fish Consumption (times per week)	1.4 (1.4; 1.5)	1.4 (1.3; 1.4)
Total Meat Consumption (times per week)		8.1 (7.7; 8.5)
Veal, Beef, Lamb Consumption (times per week)		3.5 (3.2; 3.8)
Other Meat (Chicken, Pork, Venison) Consumption (times per week)		4.7 (4.3; 5.1)
Total Dairy Consumption (times per day)		2.0 (1.9; 2.1)
Cheese Consumption (times per day)	0.5 (0.4; 0.6)	0.7 (0.6; 0.7)
Milk Product Consumption (times per day)		1.3 (1.2; 1.4)
Total Discretionary Food Consumption (times per week)	3.5 (3.3; 3.8)	3.3 (3.1; 3.5)
Cake, biscuits, pie, etc. Consumption (times per week)	1.8 (1.7; 2.0) *	1.3 (1.2; 1.4) *
Chocolate and Candy Consumption (times per week)	1.7 (1.6; 1.8)	2.0 (1.9; 2.1)
Total Discretionary Drink Consumption (times per week)	3.1 (2.7; 3.5)	2.4 (2.2; 2.7)
Energy Drinks (times per week)	0.0 (0.0; 0.0)	0.0 (0.0; 0.0)
Sugary Beverages (times per week)	2.1 (1.8; 2.4) *	1.2 (1.0; 1.4) *
Light or Sugar Free Beverages (times per week)	1.0 (0.8; 1.3)	1.2 (1.0; 1.4)
Juice Consumption (times per week)	2.3 (2.0; 2.7) *	1.4 (1.2; 1.6) *

* indicates statistically significant difference ($p < 0.001$) between survey years within a country or region.
Grey cells indicate values not collected and/or not valid for comparison.
N refers to the number of participants that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Table 13e (Iceland). Diet – Children – 2014-2024. Time trends of dietary intake frequency (mean (95% CI)) among children in Iceland: 2014-2024.

ICELAND: Survey year	2014	2024
N	514	508
Total Fruit & Vegetable Consumption (times per day)	2.6 (2.5; 2.7)	2.4 (2.3; 2.5)
Fruit Consumption (times per day)	1.4 (1.3; 1.5)	1.3 (1.2; 1.4)
Vegetable Consumption (times per day)	1.2 (1.1; 1.2)	1.1 (1.0; 1.2)
Pulse Consumption (times per day)		0.1 (0.0; 0.1)
Total Whole Grain Bread Consumption (slices per day)	1.9 (1.8; 2.0) *	1.1 (1.0; 1.2) *
Hard Bread Consumption (slices per day)	0.3 (0.2; 0.3)	0.2 (0.2; 0.2)
Rye Bread Consumption (slices per day)	0.5 (0.4; 0.5) *	0.1 (0.1; 0.1) *
Whole Grain Bread Wheat Consumption (slices per day)	1.2 (1.1; 1.3) *	0.8 (0.7; 0.9) *
Total Fish Consumption (times per week)	2.5 (2.4; 2.6) *	2.2 (2.1; 2.3) *
Total Meat Consumption (times per week)		5.4 (5.2; 5.7)
Veal, Beef, Lamb Consumption (times per week)		2.9 (2.7; 3.1)
Other Meat (Chicken, Pork, Venison) Consumption (times per week)		2.6 (2.4; 2.8)
Total Dairy Consumption (times per day)		1.8 (1.7; 1.9)
Cheese Consumption (times per day)	0.4 (0.4; 0.5) *	0.7 (0.6; 0.7) *
Milk Product Consumption (times per day)		1.1 (1.0; 1.2)
Total Discretionary Food Consumption (times per week)	4.3 (4.1; 4.6)	4.8 (4.6; 5.1)
Cake, biscuits, pie, etc. Consumption (times per week)	2.6 (2.4; 2.8)	2.5 (2.3; 2.7)
Chocolate and Candy Consumption (times per week)	1.7 (1.6; 1.8) *	2.4 (2.2; 2.5) *
Total Discretionary Drink Consumption (times per week)	2.0 (1.7; 2.2) *	3.1 (2.8; 3.4) *
Energy Drinks (times per week)	0.0 (0.0; 0.0)	0.0 (0.0; 0.1)
Sugary Beverages (times per week)	1.1 (0.9; 1.2)	1.0 (0.8; 1.1)
Light or Sugar Free Beverages (times per week)	0.9 (0.7; 1.1) *	2.1 (1.9; 2.4) *
Juice Consumption (times per week)	3.1 (2.8; 3.4) *	2.4 (2.1; 2.6) *

* indicates statistically significant difference ($p < 0.001$) between survey years within a country or region.
Grey cells indicate values not collected and/or not valid for comparison.
N refers to the number of participants that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Table 13f (Nordic Region). Diet – Children – 2014-2024. Time trends of dietary intake frequency (mean (95% CI)) among children in the Nordic Region: 2014-2024.

NORDIC REGION: Survey year	2014	2024
N	2470	2534
Total Fruit & Vegetable Consumption (times per day)	2.8 (2.7; 2.9) *	2.6 (2.5; 2.7) *
Fruit Consumption (times per day)	1.4 (1.4; 1.4) *	1.3 (1.2; 1.3) *
Vegetable Consumption (times per day)	1.4 (1.3; 1.4)	1.3 (1.3; 1.4)
Pulse Consumption (times per day)		0.1 (0.1; 0.1)
Total Whole Grain Bread Consumption (slices per day)	3.1 (3.0; 3.2) *	2.2 (2.1; 2.3) *
Hard Bread Consumption (slices per day)	0.5 (0.4; 0.5) *	0.4 (0.4; 0.4) *
Rye Bread Consumption (slices per day)		
Whole Grain Bread Wheat Consumption (slices per day)	1.6 (1.5; 1.7) *	1.3 (1.2; 1.3) *
Total Fish Consumption (times per week)	1.6 (1.6; 1.7)	1.6 (1.6; 1.7)
Total Meat Consumption (times per week)		7.0 (6.8; 7.2)
Veal, Beef, Lamb Consumption (times per week)		3.0 (2.9; 3.1)
Other Meat (Chicken, Pork, Venison) Consumption (times per week)		4.0 (3.8; 4.2)
Total Dairy Consumption (times per day)		1.8 (1.7; 1.8)
Cheese Consumption (times per day)	0.5 (0.5; 0.5) *	0.6 (0.6; 0.6) *
Milk Product Consumption (times per day)		1.2 (1.1; 1.2)
Total Discretionary Food Consumption (times per week)	3.5 (3.4; 3.6) *	3.9 (3.8; 4.0) *
Cake, biscuits, pie, etc. Consumption (times per week)	1.8 (1.7; 1.9)	1.7 (1.6; 1.8)
Chocolate and Candy Consumption (times per week)	1.7 (1.6; 1.8) *	2.2 (2.1; 2.3) *
Total Discretionary Drink Consumption (times per week)	2.6 (2.4; 2.7) *	3.0 (2.9; 3.2) *
Energy Drinks (times per week)	0.0 (0.0; 0.0) *	0.0 (0.0; 0.0) *
Sugary Beverages (times per week)	1.5 (1.4; 1.6) *	1.1 (1.0; 1.1) *
Light or Sugar Free Beverages (times per week)	1.1 (1.0; 1.2) *	1.9 (1.8; 2.1) *
Juice Consumption (times per week)	2.6 (2.4; 2.8) *	1.8 (1.7; 1.9) *

* indicates statistically significant difference ($p < 0.001$) between survey years within a country or region.
Grey cells indicate values not collected and/or not valid for comparison.
N refers to the number of participants that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Demographic Differences

Gender

No statistically significant gender differences were observed for any food group, except for hard bread, where Norwegian girls reported a higher intake than Norwegian boys.

Table 14a (Denmark). Diet – Children – Gender. Dietary intake frequency (mean (95% CI)) among children according to gender in Denmark: 2024.

DENMARK: Gender	Male	Female
N	276	232
Total Fruit & Vegetable Consumption (times per day)	2.7 (2.5; 2.9)	2.8 (2.6; 2.9)
Fruit Consumption (times per day)	1.3 (1.2; 1.5)	1.4 (1.2; 1.5)
Vegetable Consumption (times per day)	1.4 (1.2; 1.5)	1.4 (1.3; 1.5)
Pulse Consumption (times per day)	0.1 (0.1; 0.1)	0.1 (0.1; 0.1)
Total Whole Grain Bread Consumption (slices per day)	2.8 (2.5; 3.0)	2.4 (2.2; 2.6)
Hard Bread Consumption (slices per day)	0.2 (0.1; 0.2)	0.2 (0.1; 0.3)
Rye Bread Consumption (slices per day)	1.7 (1.5; 1.9)	1.3 (1.2; 1.5)
Whole Grain Bread Wheat Consumption (slices per day)	0.9 (0.7; 1.0)	0.9 (0.7; 1.0)
Total Fish Consumption (times per week)	1.3 (1.1; 1.5)	1.4 (1.2; 1.7)
Total Meat Consumption (times per week)	9.3 (8.7; 9.9)	8.8 (8.1; 9.5)
Veal, Beef, Lamb Consumption (times per week)	2.9 (2.6; 3.2)	2.6 (2.2; 2.9)
Other Meat (Chicken, Pork, Venison) Consumption (times per week)	6.4 (5.8; 7.0)	6.3 (5.6; 7.0)
Total Dairy Consumption (times per day)	1.4 (1.2; 1.5)	1.4 (1.3; 1.5)
Cheese Consumption (times per day)	0.4 (0.3; 0.5)	0.4 (0.4; 0.5)
Milk Product Consumption (times per day)	1.0 (0.9; 1.1)	1.0 (0.9; 1.1)
Total Discretionary Food Consumption (times per week)	5.2 (4.7; 5.7)	5.1 (4.6; 5.5)
Cake, biscuits, pie, etc. Consumption (times per week)	2.4 (2.1; 2.7)	2.1 (1.8; 2.3)
Chocolate and Candy Consumption (times per week)	2.8 (2.5; 3.1)	3.0 (2.7; 3.3)
Total Discretionary Drink Consumption (times per week)	3.7 (3.2; 4.2)	3.2 (2.7; 3.8)
Energy Drinks (times per week)	0.0 (0.0; 0.0)	0.0 (-0.0; 0.0)
Sugary Beverages (times per week)	1.0 (0.8; 1.2)	1.0 (0.9; 1.2)
Light or Sugar Free Beverages (times per week)	2.6 (2.2; 3.1)	2.2 (1.7; 2.7)
Juice Consumption (times per week)	1.6 (1.2; 2.0)	1.1 (0.8; 1.4)

* indicates statistically significant difference ($p < 0.001$) between genders within a country or region.
N refers to the number of participants with the gender in that country or region. See **Appendix 6** for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Table 14b (Norway). Diet – Children – Gender. Dietary intake frequency (mean (95% CI)) among children according to gender in Norway: 2024.

NORWAY: Gender	Male	Female
N	262	248
Total Fruit & Vegetable Consumption (times per day)	2.3 (2.1; 2.5)	2.4 (2.3; 2.6)
Fruit Consumption (times per day)	1.3 (1.1; 1.4)	1.3 (1.1; 1.4)
Vegetable Consumption (times per day)	1.1 (1.0; 1.2)	1.2 (1.1; 1.3)
Pulse Consumption (times per day)	0.1 (0.0; 0.1)	0.1 (0.1; 0.1)
Total Whole Grain Bread Consumption (slices per day)	3.8 (3.5; 4.1)	3.5 (3.3; 3.8)
Hard Bread Consumption (slices per day)	0.4 (0.3; 0.4) *	0.7 (0.6; 0.8) *
Rye Bread Consumption (slices per day)	0.0 (0.0; 0.1)	0.1 (0.0; 0.1)
Whole Grain Bread Wheat Consumption (slices per day)	3.4 (3.2; 3.7) *	2.8 (2.6; 3.0) *
Total Fish Consumption (times per week)	1.7 (1.5; 1.9)	2.0 (1.8; 2.1)
Total Meat Consumption (times per week)	6.1 (5.7; 6.6)	5.8 (5.3; 6.2)
Veal, Beef, Lamb Consumption (times per week)	3.0 (2.6; 3.3)	2.8 (2.5; 3.1)
Other Meat (Chicken, Pork, Venison) Consumption (times per week)	3.2 (2.8; 3.6)	3.0 (2.6; 3.4)
Total Dairy Consumption (times per day)	2.2 (2.0; 2.3)	1.9 (1.8; 2.1)
Cheese Consumption (times per day)	0.8 (0.7; 0.8)	0.7 (0.6; 0.8)
Milk Product Consumption (times per day)	1.4 (1.3; 1.5)	1.3 (1.1; 1.4)
Total Discretionary Food Consumption (times per week)	2.9 (2.6; 3.1)	3.1 (2.9; 3.3)
Cake, biscuits, pie, etc. Consumption (times per week)	1.0 (0.9; 1.1)	1.1 (1.0; 1.2)
Chocolate and Candy Consumption (times per week)	1.9 (1.7; 2.1)	2.0 (1.8; 2.1)
Total Discretionary Drink Consumption (times per week)	4.1 (3.6; 4.6)	3.4 (3.0; 3.9)
Energy Drinks (times per week)	0.1 (0.1; 0.2)	0.0 (0.0; 0.1)
Sugary Beverages (times per week)	1.3 (1.0; 1.6)	0.9 (0.7; 1.0)
Light or Sugar Free Beverages (times per week)	2.7 (2.3; 3.1)	2.5 (2.1; 3.0)
Juice Consumption (times per week)	2.1 (1.8; 2.4)	2.1 (1.8; 2.5)

* indicates statistically significant difference ($p < 0.001$) between genders within a country or region.
N refers to the number of participants with the gender in that country or region. See **Appendix 6** for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Table 14c (Sweden). Diet – Children – Gender. Dietary intake frequency (mean (95% CI)) among children according to gender in Sweden: 2024.

SWEDEN: Gender	Male	Female
N	263	242
Total Fruit & Vegetable Consumption (times per day)	2.6 (2.4; 2.8)	2.9 (2.7; 3.1)
Fruit Consumption (times per day)	1.3 (1.1; 1.4)	1.3 (1.2; 1.5)
Vegetable Consumption (times per day)	1.4 (1.2; 1.5)	1.6 (1.4; 1.7)
Pulse Consumption (times per day)	0.1 (0.1; 0.2)	0.2 (0.1; 0.2)
Total Whole Grain Bread Consumption (slices per day)	1.0 (0.9; 1.2)	1.0 (0.8; 1.1)
Hard Bread Consumption (slices per day)	0.5 (0.4; 0.6)	0.5 (0.4; 0.6)
Rye Bread Consumption (slices per day)		
Whole Grain Bread Wheat Consumption (slices per day)	0.5 (0.4; 0.6)	0.4 (0.3; 0.5)
Total Fish Consumption (times per week)	1.3 (1.2; 1.4)	1.6 (1.4; 1.7)
Total Meat Consumption (times per week)	6.5 (6.0; 7.0)	6.2 (5.7; 6.6)
Veal, Beef, Lamb Consumption (times per week)	3.0 (2.7; 3.4)	3.2 (2.9; 3.6)
Other Meat (Chicken, Pork, Venison) Consumption (times per week)	3.6 (3.1; 4.1)	3.0 (2.6; 3.3)
Total Dairy Consumption (times per day)	1.8 (1.6; 1.9)	1.5 (1.4; 1.7)
Cheese Consumption (times per day)	0.5 (0.4; 0.6)	0.5 (0.4; 0.5)
Milk Product Consumption (times per day)	1.3 (1.1; 1.4)	1.1 (1.0; 1.2)
Total Discretionary Food Consumption (times per week)	3.1 (2.8; 3.4)	3.1 (2.9; 3.4)
Cake, biscuits, pie, etc. Consumption (times per week)	1.3 (1.1; 1.4)	1.4 (1.2; 1.5)
Chocolate and Candy Consumption (times per week)	1.8 (1.6; 2.0)	1.7 (1.6; 1.9)
Total Discretionary Drink Consumption (times per week)	2.6 (2.2; 3.0)	2.1 (1.8; 2.4)
Energy Drinks (times per week)	0.0 (-0.0; 0.1)	0.0 (-0.0; 0.0)
Sugary Beverages (times per week)	1.1 (0.8; 1.4)	0.9 (0.8; 1.1)
Light or Sugar Free Beverages (times per week)	1.5 (1.2; 1.8)	1.2 (0.9; 1.4)
Juice Consumption (times per week)	1.5 (1.2; 1.8)	1.7 (1.3; 2.0)

* indicates statistically significant difference ($p < 0.001$) between genders within a country or region.
Grey cells indicate values not collected and/or not valid for comparison.
N refers to the number of participants with the gender in that country or region. See **Appendix 6** for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Table 14d (Finland). Diet – Children – Gender. Dietary intake frequency (mean (95% CI)) among children according to gender in Finland: 2024.

FINLAND: Gender	Male	Female
N	272	231
Total Fruit & Vegetable Consumption (times per day)	2.7 (2.5; 2.9)	2.8 (2.6; 3.0)
Fruit Consumption (times per day)	1.2 (1.1; 1.3)	1.3 (1.2; 1.4)
Vegetable Consumption (times per day)	1.5 (1.4; 1.7)	1.5 (1.4; 1.6)
Pulse Consumption (times per day)	0.1 (0.1; 0.1)	0.1 (0.1; 0.2)
Total Whole Grain Bread Consumption (slices per day)	2.8 (2.5; 3.0)	2.5 (2.3; 2.7)
Hard Bread Consumption (slices per day)	0.4 (0.4; 0.5)	0.4 (0.4; 0.5)
Rye Bread Consumption (slices per day)	1.2 (1.0; 1.3)	1.1 (0.9; 1.2)
Whole Grain Bread Wheat Consumption (slices per day)	1.1 (1.0; 1.3)	1.0 (0.9; 1.2)
Total Fish Consumption (times per week)	1.3 (1.2; 1.4)	1.4 (1.3; 1.5)
Total Meat Consumption (times per week)	8.7 (8.2; 9.2)	7.4 (6.9; 8.0)
Veal, Beef, Lamb Consumption (times per week)	3.9 (3.5; 4.3) *	3.0 (2.7; 3.3) *
Other Meat (Chicken, Pork, Venison) Consumption (times per week)	4.9 (4.4; 5.4)	4.5 (4.0; 5.0)
Total Dairy Consumption (times per day)	1.9 (1.8; 2.1)	2.0 (1.9; 2.2)
Cheese Consumption (times per day)	0.6 (0.5; 0.7)	0.7 (0.6; 0.8)
Milk Product Consumption (times per day)	1.3 (1.2; 1.4)	1.3 (1.2; 1.5)
Total Discretionary Food Consumption (times per week)	3.3 (3.1; 3.6)	3.3 (3.0; 3.5)
Cake, biscuits, pie, etc. Consumption (times per week)	1.3 (1.2; 1.5)	1.3 (1.1; 1.5)
Chocolate and Candy Consumption (times per week)	2.0 (1.8; 2.2)	2.0 (1.8; 2.1)
Total Discretionary Drink Consumption (times per week)	2.7 (2.3; 3.1)	2.2 (1.8; 2.5)
Energy Drinks (times per week)	0.0 (0.0; 0.0)	0.0 (-0.0; 0.1)
Sugary Beverages (times per week)	1.3 (1.1; 1.6)	1.0 (0.8; 1.2)
Light or Sugar Free Beverages (times per week)	1.3 (1.0; 1.6)	1.1 (0.9; 1.3)
Juice Consumption (times per week)	1.4 (1.1; 1.7)	1.4 (1.2; 1.7)

* indicates statistically significant difference ($p < 0.001$) between genders within a country or region.
N refers to the number of participants with the gender in that country or region. See **Appendix 6** for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Table 14e (Iceland). Diet – Children – Gender. Dietary intake frequency (mean (95% CI)) among children according to gender in Iceland: 2024.

ICELAND: Gender	Male	Female
N	271	237
Total Fruit & Vegetable Consumption (times per day)	2.2 (2.0; 2.4)	2.6 (2.4; 2.8)
Fruit Consumption (times per day)	1.2 (1.1; 1.3)	1.4 (1.3; 1.5)
Vegetable Consumption (times per day)	1.0 (0.9; 1.1)	1.2 (1.1; 1.3)
Pulse Consumption (times per day)	0.1 (0.0; 0.1)	0.1 (0.0; 0.1)
Total Whole Grain Bread Consumption (slices per day)	1.1 (1.0; 1.3)	1.0 (0.9; 1.1)
Hard Bread Consumption (slices per day)	0.2 (0.1; 0.2)	0.2 (0.2; 0.3)
Rye Bread Consumption (slices per day)	0.1 (0.0; 0.1)	0.1 (0.1; 0.1)
Whole Grain Bread Wheat Consumption (slices per day)	0.9 (0.8; 1.0)	0.7 (0.6; 0.8)
Total Fish Consumption (times per week)	2.2 (2.0; 2.3)	2.2 (2.0; 2.3)
Total Meat Consumption (times per week)	5.6 (5.2; 6.0)	5.3 (4.9; 5.6)
Veal, Beef, Lamb Consumption (times per week)	3.0 (2.7; 3.2)	2.8 (2.5; 3.0)
Other Meat (Chicken, Pork, Venison) Consumption (times per week)	2.7 (2.4; 3.0)	2.5 (2.2; 2.9)
Total Dairy Consumption (times per day)	1.8 (1.7; 2.0)	1.7 (1.5; 1.8)
Cheese Consumption (times per day)	0.7 (0.6; 0.8)	0.6 (0.6; 0.7)
Milk Product Consumption (times per day)	1.2 (1.0; 1.3)	1.1 (1.0; 1.2)
Total Discretionary Food Consumption (times per week)	4.7 (4.4; 5.0)	5.0 (4.6; 5.3)
Cake, biscuits, pie, etc. Consumption (times per week)	2.5 (2.2; 2.8)	2.5 (2.2; 2.7)
Chocolate and Candy Consumption (times per week)	2.2 (2.0; 2.4)	2.5 (2.3; 2.8)
Total Discretionary Drink Consumption (times per week)	3.3 (2.8; 3.7)	2.9 (2.5; 3.4)
Energy Drinks (times per week)	0.1 (-0.0; 0.1)	0.0 (-0.0; 0.0)
Sugary Beverages (times per week)	1.1 (0.8; 1.3)	0.9 (0.6; 1.1)
Light or Sugar Free Beverages (times per week)	2.2 (1.8; 2.5)	2.1 (1.7; 2.5)
Juice Consumption (times per week)	2.2 (1.9; 2.5)	2.5 (2.2; 2.9)

* indicates statistically significant difference ($p < 0.001$) between genders within a country or region.
N refers to the number of participants with the gender in that country or region. See **Appendix 6** for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Table 14f (Nordic Region). Diet – Children – Gender. Dietary intake frequency (mean (95% CI)) among children according to gender in the Nordic Region: 2024.

NORDIC REGION: Gender	Male	Female
N	1344	1190
Total Fruit & Vegetable Consumption (times per day)	2.5 (2.4; 2.6)	2.7 (2.6; 2.8)
Fruit Consumption (times per day)	1.2 (1.2; 1.3)	1.3 (1.3; 1.4)
Vegetable Consumption (times per day)	1.3 (1.2; 1.3)	1.4 (1.3; 1.4)
Pulse Consumption (times per day)	0.1 (0.1; 0.1)	0.1 (0.1; 0.1)
Total Whole Grain Bread Consumption (slices per day)	2.3 (2.2; 2.4)	2.1 (2.0; 2.2)
Hard Bread Consumption (slices per day)	0.3 (0.3; 0.4) *	0.4 (0.4; 0.5) *
Rye Bread Consumption (slices per day)		
Whole Grain Bread Wheat Consumption (slices per day)	1.3 (1.2; 1.4)	1.2 (1.1; 1.3)
Total Fish Consumption (times per week)	1.6 (1.5; 1.6)	1.7 (1.6; 1.8)
Total Meat Consumption (times per week)	7.3 (7.0; 7.5)	6.7 (6.4; 6.9)
Veal, Beef, Lamb Consumption (times per week)	3.1 (3.0; 3.3)	2.9 (2.7; 3.0)
Other Meat (Chicken, Pork, Venison) Consumption (times per week)	4.2 (3.9; 4.4)	3.8 (3.6; 4.1)
Total Dairy Consumption (times per day)	1.8 (1.7; 1.9)	1.7 (1.7; 1.8)
Cheese Consumption (times per day)	0.6 (0.6; 0.6)	0.6 (0.6; 0.6)
Milk Product Consumption (times per day)	1.2 (1.2; 1.3)	1.1 (1.1; 1.2)
Total Discretionary Food Consumption (times per week)	3.9 (3.7; 4.0)	3.9 (3.7; 4.0)
Cake, biscuits, pie, etc. Consumption (times per week)	1.7 (1.6; 1.8)	1.7 (1.6; 1.8)
Chocolate and Candy Consumption (times per week)	2.2 (2.1; 2.3)	2.2 (2.1; 2.3)
Total Discretionary Drink Consumption (times per week)	3.3 (3.1; 3.5) *	2.8 (2.6; 3.0) *
Energy Drinks (times per week)	0.0 (0.0; 0.1)	0.0 (0.0; 0.0)
Sugary Beverages (times per week)	1.2 (1.0; 1.3)	0.9 (0.9; 1.0)
Light or Sugar Free Beverages (times per week)	2.1 (1.9; 2.2)	1.8 (1.6; 2.0)
Juice Consumption (times per week)	1.8 (1.6; 1.9)	1.8 (1.6; 1.9)

* indicates statistically significant difference ($p < 0.001$) between genders within a country or region.
Grey cells indicate values not collected and/or not valid for comparison.
N refers to the number of participants with the gender in that country or region. See **Appendix 6** for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Parental Education

Across the Nordic Region, children of parents with low or medium levels of education reported lower intake of total fruits and vegetables compared with those whose parents had higher levels of education (2.4 vs 2.8 times per day). A similar pattern was observed for pulses. When examined by country, the difference in total fruit and vegetable intake by parental education was statistically significant only in Finland.

Children of parents with low or medium levels of education also reported higher intake of discretionary drinks than those with parents in the high-education group (3.5 vs 2.7 times per week), and the same trend was observed for light or sugar-free beverages. At the country level, the difference in discretionary drink intake by parental education was significant in Norway and Sweden only.

Table 15a (Denmark). Diet – Children – Parental Education. Dietary intake frequency (mean (95% CI) among children according to parental education in Denmark: 2024.

DENMARK: Parental Education	Low / Medium	High
N	99	409
Total Fruit & Vegetable Consumption (times per day)	2.6 (2.3; 2.9)	2.8 (2.7; 3.0)
Fruit Consumption (times per day)	1.4 (1.2; 1.6)	1.3 (1.2; 1.4)
Vegetable Consumption (times per day)	1.2 (1.1; 1.4)	1.5 (1.4; 1.6)
Pulse Consumption (times per day)	0.1 (0.1; 0.1)	0.1 (0.1; 0.1)
Total Whole Grain Bread Consumption (slices per day)	2.6 (2.2; 2.9)	2.6 (2.5; 2.8)
Hard Bread Consumption (slices per day)	0.2 (0.1; 0.2)	0.2 (0.2; 0.3)
Rye Bread Consumption (slices per day)	1.6 (1.3; 1.9)	1.5 (1.4; 1.6)
Whole Grain Bread Wheat Consumption (slices per day)	0.8 (0.6; 1.0)	0.9 (0.8; 1.0)
Total Fish Consumption (times per week)	1.3 (1.0; 1.5)	1.4 (1.3; 1.6)
Total Meat Consumption (times per week)	9.4 (8.5; 10.3)	8.8 (8.4; 9.2)
Veal, Beef, Lamb Consumption (times per week)	2.8 (2.3; 3.2)	2.7 (2.5; 2.9)
Other Meat (Chicken, Pork, Venison) Consumption (times per week)	6.6 (5.7; 7.5)	6.2 (5.8; 6.6)
Total Dairy Consumption (times per day)	1.3 (1.1; 1.5)	1.4 (1.3; 1.5)
Cheese Consumption (times per day)	0.4 (0.3; 0.5)	0.4 (0.4; 0.5)
Milk Product Consumption (times per day)	0.9 (0.8; 1.1)	1.0 (0.9; 1.1)
Total Discretionary Food Consumption (times per week)	4.9 (4.3; 5.6)	5.3 (5.0; 5.6)
Cake, biscuits, pie, etc. Consumption (times per week)	2.2 (1.8; 2.6)	2.3 (2.1; 2.4)
Chocolate and Candy Consumption (times per week)	2.7 (2.3; 3.1)	3.0 (2.8; 3.3)
Total Discretionary Drink Consumption (times per week)	3.9 (3.2; 4.6)	3.1 (2.8; 3.4)
Energy Drinks (times per week)	0.0 (0.0; 0.0)	0.0 (0.0; 0.0)
Sugary Beverages (times per week)	0.9 (0.7; 1.1)	1.1 (1.0; 1.3)
Light or Sugar Free Beverages (times per week)	3.0 (2.3; 3.7)	2.0 (1.7; 2.3)
Juice Consumption (times per week)	1.4 (0.9; 2.0)	1.3 (1.1; 1.4)

* indicates statistically significant difference ($p < 0.001$) between parental education level within a country or region.
N refers to the number of participants that parental education level in that country or region. See Appendix 6 for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Table 15b (Norway). Diet – Children – Parental Education. Dietary intake frequency (mean (95% CI) among children according to parental education in Norway: 2024.

NORWAY: Parental Education	Low / Medium	High
N	146	364
Total Fruit & Vegetable Consumption (times per day)	2.2 (2.0; 2.4)	2.6 (2.4; 2.7)
Fruit Consumption (times per day)	1.2 (1.0; 1.3)	1.3 (1.2; 1.4)
Vegetable Consumption (times per day)	1.0 (0.9; 1.1)	1.2 (1.1; 1.3)
Pulse Consumption (times per day)	0.0 (0.0; 0.1)	0.1 (0.1; 0.1)
Total Whole Grain Bread Consumption (slices per day)	3.8 (3.5; 4.2)	3.6 (3.4; 3.8)
Hard Bread Consumption (slices per day)	0.5 (0.4; 0.6)	0.6 (0.5; 0.6)
Rye Bread Consumption (slices per day)	0.0 (0.0; 0.1)	0.0 (0.0; 0.1)
Whole Grain Bread Wheat Consumption (slices per day)	3.3 (3.0; 3.6)	3.0 (2.8; 3.2)
Total Fish Consumption (times per week)	1.8 (1.6; 2.0)	1.8 (1.7; 2.0)
Total Meat Consumption (times per week)	6.0 (5.5; 6.6)	5.9 (5.5; 6.2)
Veal, Beef, Lamb Consumption (times per week)	3.1 (2.7; 3.5)	2.6 (2.4; 2.9)
Other Meat (Chicken, Pork, Venison) Consumption (times per week)	2.9 (2.4; 3.4)	3.2 (2.9; 3.6)
Total Dairy Consumption (times per day)	2.0 (1.8; 2.1)	2.1 (2.0; 2.2)
Cheese Consumption (times per day)	0.7 (0.6; 0.7)	0.8 (0.7; 0.9)
Milk Product Consumption (times per day)	1.3 (1.2; 1.5)	1.3 (1.2; 1.4)
Total Discretionary Food Consumption (times per week)	2.8 (2.5; 3.1)	3.1 (2.9; 3.3)
Cake, biscuits, pie, etc. Consumption (times per week)	1.0 (0.8; 1.1)	1.1 (1.0; 1.2)
Chocolate and Candy Consumption (times per week)	1.9 (1.6; 2.1)	2.0 (1.9; 2.1)
Total Discretionary Drink Consumption (times per week)	4.5 (3.8; 5.1) *	3.2 (2.8; 3.5) *
Energy Drinks (times per week)	0.1 (0.0; 0.2)	0.1 (0.0; 0.1)
Sugary Beverages (times per week)	1.3 (1.0; 1.6)	0.9 (0.8; 1.0)
Light or Sugar Free Beverages (times per week)	3.1 (2.5; 3.6)	2.2 (1.9; 2.5)
Juice Consumption (times per week)	2.1 (1.7; 2.5)	2.1 (1.9; 2.4)

* indicates statistically significant difference ($p < 0.001$) between parental education level within a country or region.
N refers to the number of participants that parental education level in that country or region. See Appendix 6 for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Table 15c (Sweden). Diet – Children – Parental Education. Dietary intake frequency (mean (95% CI) among children according to parental education in Sweden: 2024.

SWEDEN: Parental Education	Low / Medium	High
N	109	394
Total Fruit & Vegetable Consumption (times per day)	2.6 (2.3; 2.9)	2.9 (2.7; 3.0)
Fruit Consumption (times per day)	1.2 (1.1; 1.4)	1.3 (1.2; 1.4)
Vegetable Consumption (times per day)	1.3 (1.2; 1.5)	1.5 (1.4; 1.6)
Pulse Consumption (times per day)	0.1 (0.1; 0.2)	0.2 (0.1; 0.2)
Total Whole Grain Bread Consumption (slices per day)	1.1 (0.9; 1.3)	1.0 (0.9; 1.0)
Hard Bread Consumption (slices per day)	0.6 (0.4; 0.7)	0.5 (0.4; 0.6)
Rye Bread Consumption (slices per day)		
Whole Grain Bread Wheat Consumption (slices per day)	0.5 (0.4; 0.6)	0.5 (0.4; 0.5)
Total Fish Consumption (times per week)	1.3 (1.2; 1.5)	1.5 (1.4; 1.6)
Total Meat Consumption (times per week)	6.6 (5.9; 7.3)	6.2 (5.8; 6.6)
Veal, Beef, Lamb Consumption (times per week)	3.2 (2.8; 3.7)	3.1 (2.8; 3.3)
Other Meat (Chicken, Pork, Venison) Consumption (times per week)	3.4 (2.7; 4.1)	3.2 (2.9; 3.5)
Total Dairy Consumption (times per day)	1.7 (1.5; 1.9)	1.7 (1.6; 1.8)
Cheese Consumption (times per day)	0.5 (0.4; 0.5)	0.5 (0.5; 0.6)
Milk Product Consumption (times per day)	1.2 (1.0; 1.4)	1.2 (1.1; 1.2)
Total Discretionary Food Consumption (times per week)	3.3 (2.9; 3.6)	3.0 (2.8; 3.2)
Cake, biscuits, pie, etc. Consumption (times per week)	1.3 (1.1; 1.5)	1.3 (1.2; 1.4)
Chocolate and Candy Consumption (times per week)	2.0 (1.7; 2.2)	1.7 (1.5; 1.8)
Total Discretionary Drink Consumption (times per week)	3.0 (2.4; 3.5) *	2.0 (1.8; 2.2) *
Energy Drinks (times per week)	0.0 (-0.0; 0.1)	0.0 (-0.0; 0.0)
Sugary Beverages (times per week)	1.3 (0.9; 1.7)	0.8 (0.7; 0.9)
Light or Sugar Free Beverages (times per week)	1.6 (1.2; 2.0)	1.2 (1.0; 1.4)
Juice Consumption (times per week)	1.7 (1.2; 2.2)	1.5 (1.3; 1.7)

* indicates statistically significant difference ($p < 0.001$) between parental education level within a country or region.
Grey cells indicate values not collected and/or not valid for comparison.
N refers to the number of participants that parental education level in that country or region. See Appendix 6 for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Table 15d (Finland). Diet – Children – Parental Education. Dietary intake frequency (mean (95% CI) among children according to parental education in Finland: 2024.

FINLAND: Parental Education	Low / Medium	High
N	160	343
Total Fruit & Vegetable Consumption (times per day)	2.4 (2.2; 2.7) *	3.0 (2.9; 3.2) *
Fruit Consumption (times per day)	1.1 (1.0; 1.2)	1.3 (1.2; 1.4)
Vegetable Consumption (times per day)	1.3 (1.2; 1.5) *	1.7 (1.6; 1.8) *
Pulse Consumption (times per day)	0.1 (0.1; 0.1)	0.1 (0.1; 0.2)
Total Whole Grain Bread Consumption (slices per day)	2.5 (2.3; 2.8)	2.7 (2.6; 2.9)
Hard Bread Consumption (slices per day)	0.4 (0.3; 0.5)	0.5 (0.4; 0.5)
Rye Bread Consumption (slices per day)	1.1 (0.9; 1.3)	1.1 (1.0; 1.3)
Whole Grain Bread Wheat Consumption (slices per day)	1.0 (0.8; 1.2)	1.2 (1.0; 1.3)
Total Fish Consumption (times per week)	1.3 (1.1; 1.4)	1.4 (1.3; 1.5)
Total Meat Consumption (times per week)	8.5 (7.8; 9.1)	7.8 (7.4; 8.3)
Veal, Beef, Lamb Consumption (times per week)	3.7 (3.2; 4.1)	3.3 (3.1; 3.6)
Other Meat (Chicken, Pork, Venison) Consumption	4.8 (4.2; 5.5)	4.6 (4.2; 5.0)
Total Dairy Consumption (times per day)	2.0 (1.8; 2.2)	2.0 (1.8; 2.1)
Cheese Consumption (times per day)	0.7 (0.6; 0.8)	0.6 (0.5; 0.7)
Milk Product Consumption (times per day)	1.3 (1.1; 1.5)	1.3 (1.2; 1.5)
Total Discretionary Food Consumption (times per week)	3.1 (2.7; 3.4)	3.5 (3.3; 3.7)
Cake, biscuits, pie, etc. Consumption (times per week)	1.1 (1.0; 1.3)	1.4 (1.3; 1.6)
Chocolate and Candy Consumption (times per week)	1.9 (1.7; 2.1)	2.1 (1.9; 2.2)
Total Discretionary Drink Consumption (times per week)	2.6 (2.1; 3.1)	2.3 (2.0; 2.6)
Energy Drinks (times per week)	0.0 (0.0; 0.1)	0.0 (0.0; 0.0)
Sugary Beverages (times per week)	1.3 (1.0; 1.6)	1.1 (0.9; 1.3)
Light or Sugar Free Beverages (times per week)	1.3 (1.0; 1.6)	1.2 (1.0; 1.4)
Juice Consumption (times per week)	1.4 (1.0; 1.7)	1.4 (1.2; 1.6)

* indicates statistically significant difference ($p < 0.001$) between parental education level within a country or region.
N refers to the number of participants that parental education level in that country or region. See Appendix 6 for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Table 15e (Iceland). Diet – Children – Parental Education. Dietary intake frequency (mean (95% CI) among children according to parental education in Iceland: 2024.

ICELAND: Parental Education	Low / Medium	High
N	170	335
Total Fruit & Vegetable Consumption (times per day)	2.3 (2.0; 2.5)	2.5 (2.3; 2.7)
Fruit Consumption (times per day)	1.2 (1.1; 1.4)	1.3 (1.2; 1.4)
Vegetable Consumption (times per day)	1.0 (0.9; 1.1)	1.2 (1.1; 1.3)
Pulse Consumption (times per day)	0.0 (0.0; 0.1)	0.1 (0.1; 0.1)
Total Whole Grain Bread Consumption (slices per day)	1.0 (0.9; 1.2)	1.1 (1.0; 1.2)
Hard Bread Consumption (slices per day)	0.2 (0.1; 0.3)	0.2 (0.2; 0.2)
Rye Bread Consumption (slices per day)	0.1 (0.0; 0.1)	0.1 (0.1; 0.1)
Whole Grain Bread Wheat Consumption (slices per day)	0.8 (0.6; 0.9)	0.8 (0.7; 0.9)
Total Fish Consumption (times per week)	2.1 (1.9; 2.2)	2.2 (2.1; 2.4)
Total Meat Consumption (times per week)	5.5 (5.0; 5.9)	5.4 (5.1; 5.7)
Veal, Beef, Lamb Consumption (times per week)	3.1 (2.8; 3.4)	2.7 (2.5; 2.9)
Other Meat (Chicken, Pork, Venison) Consumption (times per week)	2.4 (2.0; 2.7)	2.8 (2.5; 3.0)
Total Dairy Consumption (times per day)	1.8 (1.7; 2.0)	1.7 (1.6; 1.8)
Cheese Consumption (times per day)	0.7 (0.6; 0.8)	0.7 (0.6; 0.7)
Milk Product Consumption (times per day)	1.2 (1.0; 1.3)	1.1 (1.0; 1.2)
Total Discretionary Food Consumption (times per week)	4.8 (4.4; 5.2)	4.9 (4.6; 5.2)
Cake, biscuits, pie, etc. Consumption (times per week)	2.6 (2.3; 3.0)	2.4 (2.2; 2.6)
Chocolate and Candy Consumption (times per week)	2.2 (1.9; 2.4)	2.5 (2.3; 2.7)
Total Discretionary Drink Consumption (times per week)	3.5 (2.9; 4.1)	2.9 (2.5; 3.2)
Energy Drinks (times per week)	0.0 (-0.0; 0.0)	0.0 (-0.0; 0.1)
Sugary Beverages (times per week)	1.0 (0.7; 1.3)	0.9 (0.8; 1.1)
Light or Sugar Free Beverages (times per week)	2.4 (1.9; 2.9)	1.9 (1.6; 2.2)
Juice Consumption (times per week)	2.6 (2.2; 3.0)	2.2 (1.9; 2.5)

* indicates statistically significant difference ($p < 0.001$) between parental education level within a country or region.
N refers to the number of participants that parental education level in that country or region. See Appendix 6 for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Table 15f (Nordic Region). Diet – Children – Parental Education. Dietary intake frequency (mean (95% CI) among children according to parental education in the Nordic Region: 2024.

NORDIC REGION: Parental Education	Low / Medium	High
N	684	1845
Total Fruit & Vegetable Consumption (times per day)	2.4 (2.3; 2.5) *	2.8 (2.7; 2.8) *
Fruit Consumption (times per day)	1.2 (1.2; 1.3)	1.3 (1.3; 1.4)
Vegetable Consumption (times per day)	1.2 (1.1; 1.2) *	1.4 (1.4; 1.5) *
Pulse Consumption (times per day)	0.1 (0.1; 0.1) *	0.1 (0.1; 0.1) *
Total Whole Grain Bread Consumption (slices per day)	2.3 (2.1; 2.4)	2.2 (2.1; 2.3)
Hard Bread Consumption (slices per day)	0.4 (0.3; 0.4)	0.4 (0.4; 0.4)
Rye Bread Consumption (slices per day)		
Whole Grain Bread Wheat Consumption (slices per day)	1.3 (1.2; 1.4)	1.2 (1.2; 1.3)
Total Fish Consumption (times per week)	1.5 (1.5; 1.6)	1.7 (1.6; 1.7)
Total Meat Consumption (times per week)	7.2 (6.9; 7.5)	6.8 (6.6; 7.0)
Veal, Beef, Lamb Consumption (times per week)	3.2 (3.0; 3.4)	2.9 (2.8; 3.0)
Other Meat (Chicken, Pork, Venison) Consumption (times per week)	4.0 (3.7; 4.3)	4.0 (3.8; 4.2)
Total Dairy Consumption (times per day)	1.8 (1.7; 1.8)	1.8 (1.7; 1.8)
Cheese Consumption (times per day)	0.6 (0.5; 0.6)	0.6 (0.6; 0.6)
Milk Product Consumption (times per day)	1.2 (1.1; 1.3)	1.2 (1.1; 1.2)
Total Discretionary Food Consumption (times per week)	3.8 (3.6; 4.0)	4.0 (3.8; 4.1)
Cake, biscuits, pie, etc. Consumption (times per week)	1.6 (1.5; 1.8)	1.7 (1.6; 1.8)
Chocolate and Candy Consumption (times per week)	2.1 (2.0; 2.3)	2.3 (2.2; 2.3)
Total Discretionary Drink Consumption (times per week)	3.5 (3.2; 3.8) *	2.7 (2.5; 2.8) *
Energy Drinks (times per week)	0.0 (0.0; 0.1)	0.0 (0.0; 0.0)
Sugary Beverages (times per week)	1.2 (1.0; 1.3)	1.0 (0.9; 1.0)
Light or Sugar Free Beverages (times per week)	2.3 (2.1; 2.5) *	1.7 (1.6; 1.8) *
Juice Consumption (times per week)	1.8 (1.7; 2.0)	1.7 (1.6; 1.8)

* indicates statistically significant difference ($p < 0.001$) between parental education level within a country or region.
Grey cells indicate values not collected and/or not valid for comparison.
N refers to the number of participants that parental education level in that country or region. See Appendix 6 for variable-specific sample sizes.
Dietary variables in bold are composites of the variables below.
Pulse consumption is included in vegetable consumption.
Each country contributes equally to the Nordic average.
Whole grain bread is defined as whole grain wheat bread, rye bread and hard bread.

Discussion

Summary of results

In general, the results from the study conducted in 2024 show that the diet quality, both when looking at current consumption and trends in consumption over time, has changed in a more unhealthy direction since 2014.

Comparing dietary consumption data from the study in 2024 with data from 2014 showed several unfavorable trends among both adults and children. Plant based foods should increase for both health and impact on the environment (NNR2023). On average for the Nordic Region a decrease in consumption of whole grain bread and total fruits and vegetables was found. Moreover, an increase in consumption of discretionary foods was observed among children and discretionary drinks among both adults and children. The sizes of decreases and increases in consumption of the above-mentioned food groups differed between countries. When it comes to consumption of fish, no changes were observed in the Nordic Region for the period 2014 to 2024. However, rewording the questions on fish in 2024 has compromised comparability with the 2014 data.

Interpretation

Comparison to NNR

Below we compare the reported current average frequency (times per day or per week, or slices per day) intake in 2024, with the science advice on food group intake from the Nordic Nutrition Recommendations 2023 (NNR2023). This is of course complicated by the fact that these recommendations are quantified in grams/ml, while NORMO only assesses frequency.

Data from 2024 showed low consumption levels of total fruits and vegetables among adults and children in all Nordic countries. NNR2023 recommends an intake of 500–800 g of fruits and vegetables per day. This may be equivalent to 5–8 portions per day, and the reported intake was clearly below this level in all countries. Also, the consumption of pulses was very low among both adults and children, which is supported by the national dietary surveys in Denmark and Norway (Myhre et al, 2024, Fagt, 2025). The NNR2023 recommends increasing consumption of pulses and using it as an alternative for red meat.

NNR2023 recommends that adults eat at least 90 grams of whole grains per day. This may be equivalent to about 4–5 slices of whole-grain bread per day. In the present study we have only asked about intake of whole-grain bread, but whole grains can also be eaten as e.g. whole-grain rice, whole grain pasta, whole-grain breakfast cereals or oat porridge which is not captured in the present study. Among adults, consumption of whole grain bread was higher in Norway and lower in Iceland than in the other Nordic countries. Among children consumption was highest in Norway and lowest in Sweden. The consumption of whole-grain bread seems to be somewhat low in all Nordic countries according to the NNR2023; however, due to the dietary assessment method used in NORMO with a limited and closed list of food items it is difficult to conclude. The consumption of whole-grain bread is highest in Norway, but the national dietary survey among Norwegian adults (Myhre et al, 2024) using a more detailed dietary assessment method (2 × 24-hr recalls) shows an average intake of whole grain below the recommended intake of 90 g, supporting our conclusion.

NNR2023 recommends consuming 300–450 g fish per week, which may be equivalent to

2–3 portions for dinner each week or 2 times a week for dinner and several times on open sandwiches for lunch. Data collection in 2024 indicate that several of the countries have a consumption below this level. Norway and Iceland were closest to the recommended intake among adults, and a similar pattern was observed in children (with Icelandic children highest and Norwegian children also relatively high). It is difficult to translate frequency of consumption into amounts. From the questionnaire used in 2024 for fish consumption from both dinner and lunch, the amount of fish consumed for lunch may differ from amounts used in a fish meal for dinner. It is not possible from the registration to assess which kind of fish was consumed and to relate to sustainability. Fish from sustainably managed stocks is not known from the registration, but for health an increase would have been positive.

NNR2023 recommends consuming no more than 350 grams of red meat per week for health reasons, while the consumption of processed red and white meat should be as low as possible. To minimize environmental impact, consumption of red meat should be considerably lower than 350 g per week, and white meat should not be increased from current levels and may be lower. Among adults and children the Nordic average reflects frequent intake of total meat, with Finland and Denmark above this average and the other countries below. Red meat includes meat from 4-legs animals such as beef, veal, lamb and pork and venison, while white meat includes meat from poultry, mainly chicken and hens. The food group "beef, veal and lamb" consists of only red meat, while "other meat" is a mix of red and white meat. The consumption of "veal, beef, lamb" is a large contributor to climate impact of the diets and was at the same level for all countries. However, total red meat was not measured, since it also includes pork and game, which was registered together with chicken. Moreover, we can't split into processed meat.

NNR2023 recommends an intake of between 350 to 500 ml low fat milk and dairy products, including cheese in milk equivalents, per day. This equals about 2–4 portions per day of dairy products (incl. cheese). Among adults and children the Nordic average of dairy products suggests an intake within or at the lower end of the recommended scale. Consumption among children in Norway and Finland was above the average; Denmark below the average and for Sweden and Iceland the consumption was on average level. Among adults Norway was below the Nordic average, Finland had the highest intake, Denmark the lowest (but not statistically significantly lower than Norway). Since the NORMO study only asked for frequency consumption of dairy and cheese, the evaluation of intake from the present study towards the NNR2023 is challenged, and depending on the portion size consumed each time, the current intake of dairy and cheese seems to be within recommended level or in the lower end of the recommended scale.

NNR2023 recommends limiting intake of discretionary foods and drinks (e.g. sweets, cakes, sugary beverages). The Nordic average consumption of discretionary foods among adults and children was frequent. Consumption in Denmark and Iceland was above the average, while it was below in Norway, Finland, and Sweden. The Nordic average for consumption of discretionary drinks among adults and children far exceeds the amount recommended by the Danish Dietary Guidelines 2021. The consumption was above the Nordic average for Iceland, Denmark and Norway; and below average for Finland and Sweden. The high consumption of discretionary foods and drinks in several countries may contribute to high intake of saturated fat, added sugar and salt. Based on national dietary surveys from the Nordic countries it is well known that high intake of saturated fat and salt is an important nutritional challenge (Myhre et al, 2024, Fagt, 2025, Gunnarsdottir et al, 2022).

Demographic differences

Looking at data according to differences between gender, not much was observed for children.

Among adults, on the positive side women reported higher consumption of total fruits and vegetables in the Nordic Region and the countries separately, while men on average in the Nordic Region reported higher consumption of whole-grain bread than women, which was also found in Norway and Denmark.

On the negative side, men in the Nordic Region reported a higher intake than women of total meat, "veal, beef and lamb", and other meat, which was also found in all the countries separately, although not significantly in all cases. Men in the Nordic Region also reported a higher intake than women of sugary beverages and juice, while women reported a higher intake than men of total discretionary food and of chocolate and candy. The intake of sugary beverages was only significantly higher among men than women in Denmark and Sweden, and of energy drinks in Denmark, while only women in Denmark and Finland reported a higher intake than men of chocolate and candy. Gender differences in dietary intake among adults and even older children are known from other national dietary data, when it comes to fruit and vegetables and meat intake (Myhre et al, 2024, Fagt, 2025, Gunnarsdottir et al, 2022).

Analysis of age-related differences among the adults showed significant differences in the Nordic Region for several food groups, while there was not sufficient power in the data to find similar significant differences in all the countries, separately. Consumption of fruits and vegetables seems to be highest in the medium age group (30–44 years). Consumption of pulses was lowest in the group highest of age (+45 years), while this age group reported the highest intake of whole grain bread. Also, fish intake seems to increase with age. The highest consumption of meat was found in the youngest age group (18–29 years), and this group also reported the highest intake of total discretionary drink and of energy drink, and the youngest and the medium age group reported a higher intake of light or sugar free beverages than the group +45 years of age. The intake of "cake, biscuits, pie etc." seems to increase with age. The national dietary survey in Norway found similar results with regard to higher meat and discretionary drink intake among younger adults than older; and among men a higher intake of cakes was observed in older adults compared to younger men (Myhre et al, 2024).

Looking at differences according to education level, adults and children of parents with higher levels of education reported higher intake of total fruits & vegetables and pulses compared to those having lower levels of education. Among adults the same was found for fruits, vegetables and fish. Additionally, looking at the Nordic Region, adults with high level of education compared to medium level (but not to adults with low level) reported

lower intake of total meat, while adults with high level of education compared to both low and medium levels reported lower consumption of "veal, beef and lamb". Total discretionary drink and sugary beverages were lower in the group with high level of education. As for adults, children of parents with low/medium education reported higher intake of discretionary drink than children having parents with high level of education, and the same pattern was observed for light/sugar free beverages.

Comparison to other results

The time trends observed for the different countries seem to overall align with results from other national dietary surveys in the respective countries conducted in almost the same time period (Myhre et al, 2024, Fagt et al, 2025, Gunnarsdottir et al, 2022).

The results of the data collection in 2024 are generally consistent with findings from other national dietary surveys in the Nordic countries. The Norwegian national dietary survey among adults (Myhre et al, 2024), supported the NORMO conclusion that whole-grain consumption remains insufficient. Similarly, national data confirm high discretionary food and drink intake, low pulse consumption, and stable or low fish intake relative to recommendations.

The observed country-specific differences—such as higher whole-grain intake in Norway, lower in Iceland, and higher discretionary consumption in Denmark and Iceland—correspond well with findings from national surveillance systems. Overall, NORMO provides a coherent regional perspective that complements and reinforces national results.

Strengths and limitations

A strength of the dietary assessment in 2024 is that it provides harmonized and comparable data across all five Nordic countries, allowing for consistent monitoring of dietary trends and demographic differences. The study's design enables identification of both regional averages and country-specific deviations.

However, the frequency-based dietary assessment limits direct comparability to NNR2023 recommendations, which are expressed in grams or milliliters. Furthermore, the questions in the data collection in 2024 do not include the same food products as the food groups in NNR2023. For example, the survey captures whole-grain bread intake but not other sources of whole grains such as rice, pasta, or porridge. Similarly, the fish question was reworded in 2024, compromising comparability with 2014 data. Quantitative estimates are also affected by the lack of portion size information, and the limited and closed list of food items restricts detailed evaluation (e.g., processed vs. unprocessed meat, or sustainable vs. non-sustainable fish sources).

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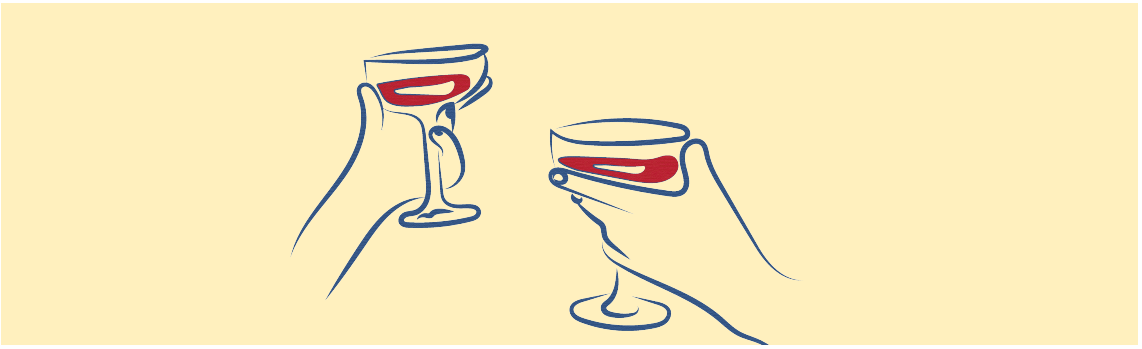
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Alcohol

Background

Alcohol consumption is associated with negative health effects such as increased risk of certain cancers and injuries, and it tends to have a negative effect on overall diet quality (NNR2023). Based on the overall evidence, it is recommended to limit alcohol consumption and avoid binge drinking, as no safe lower limit for alcohol intake has been established.

Consumption of alcoholic beverages also contributes to environmental impacts similar to those of non-alcoholic beverages, with climate effects linked to energy use, transportation and post-use.

Analytical Notes

This chapter presents population-level data on alcohol consumption frequency over the last twelve months (times per week), the number of standard drinks per week over the last seven days, and the proportion of people reporting binge drinking (≥ 5 standard drinks per occasion at least once during the past month).

Unless otherwise noted, all differences between specific groups (country, age, gender, education level) noted in the text and tables are statistically significant ($p < 0.05$), while comparisons to the Nordic average are qualitative.

Exact p-values can be found in the **Appendix 5.** For each analysis, all available observations with non-missing values for the specific variable being analyzed and the relevant grouping variable(s) were included. For variable-specific sample sizes, see **Appendix 6**. Exact values used in the figures are available in **Appendix 7.**

Key Findings

Status 2024

- Alcoholic beverages were consumed about once to twice per week on average across the region.
- Adults in Denmark drank most frequently; those in Finland and Iceland least frequently.
- Binge drinking was highest in Denmark and lowest in Sweden.
- Amount consumed, i.e. standard drinks per week, the countries mirrored the frequency pattern (highest in Denmark, lowest in Iceland).

Trends 2014–2024

- Frequency: Largely unchanged at the regional level; Finland decreased.
- Binge drinking: Declined in Norway and Sweden, nudging the Nordic average down.
- People who ever consume alcohol: Declined region-wide, driven by Iceland and Sweden.

Demographic patterns

Gender:

- Men were higher than women for both drinking frequency and binge drinking
- Men also consumed more standard drinks per week.

Age:

- The 45–65-year-olds drank more frequently; binge drinking decreases with age. The 18–29-year-olds consumed the most drinks per week; the 30–44-year-olds consumed the fewest.

Education:

- Minimal differences overall.
- In Finland, those with lower levels of education reported more frequent consumption.
- The proportion of people who consume alcohol was higher among the high education group in Sweden and for the Nordic Region overall.

Results

Status 2024

On average, alcoholic beverages were consumed 1.5 times per week in the Nordic Region. Consumption was least frequent in Finland and Iceland and most frequent in Denmark. Across the region, 39% of adults reported binge drinking — defined as having consumed more than five standard drinks on at least one occasion during the past month.

The mean consumption in the Nordic Region was 3.6 standard drinks per week, equivalent to 0.5 drinks per day. Denmark stands out with the highest consumption at 5.2 standard drinks per week (0.7 per day) — about 1.6 drinks more than Norway and Finland, 1.9 more than Sweden, and 3 more than Iceland.

The proportion of adults who consumed alcohol at all also varied across countries. Iceland had a significantly lower share of people who consume alcohol (77.6%) than the other Nordic countries, except Sweden.

The number of drinks per drinking occasion among people who consume alcohol likewise differs by country. Adults in Finland and Norway tended to consume slightly more per occasion than those in the other Nordic countries.

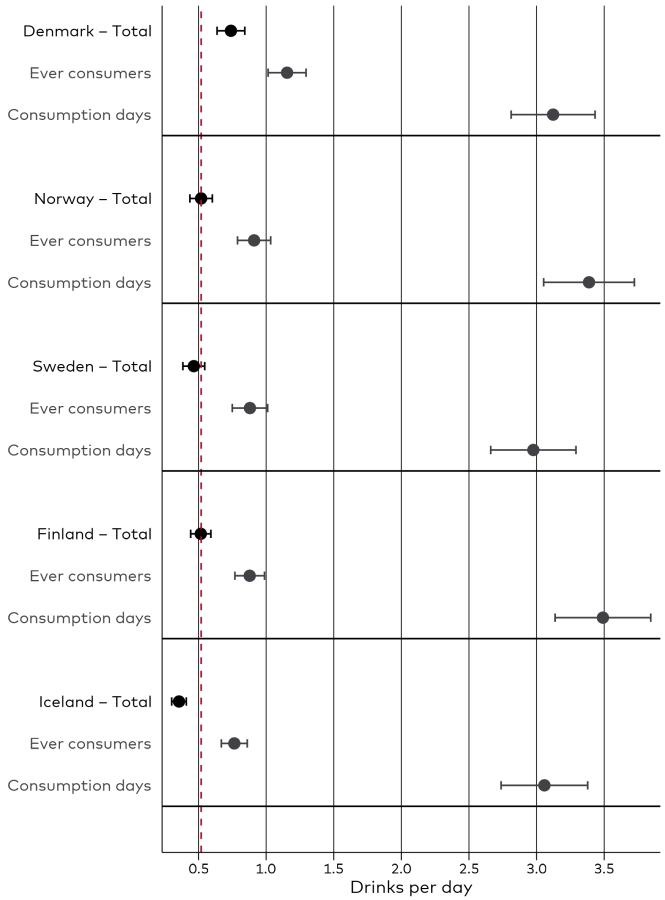
Trend 2014–2024

The frequency of alcoholic beverage consumption has remained largely unchanged in the Nordic Region since 2014. Only Finland showed a statistically significant decrease.

The proportion of people reporting binge drinking has declined in Norway and Sweden, contributing to a slight overall decrease in the Nordic average.

The proportion of adults who consume alcohol has also decreased across the region—from 89.3% to 84.1%—although the decrease was statistically significant only in Iceland and Sweden.

Figure 11. Alcohol – Adults. Alcohol consumption amount among adults in the Nordic Region: 2024.



The mean consumption of standard drinks per day are shown for the Nordic average (a dashed red line) and for the five Nordic countries. The number of drinks per day for those who drink alcohol and the drinks per day on drinking days are shown in grey.

Table 16a (Denmark). Alcohol – Adults – 2014-2024. Time trends of consumption frequency of alcoholic beverages and binge drinking (mean or proportion (95% CI)) among adults in Denmark: 2014-2024.

DENMARK: Survey year	2014	2024
N	2008	1004
Alcohol consumption frequency (% ever)	91.1 (89.5; 92.6) *	87.8 (85.1; 90.5) *
Alcohol consumption frequency (times per week)	2.5 (2.3; 2.7)	2.3 (2.0; 2.6)
Alcohol consumption amount (standard drinks per week)		5.2 (4.5; 5.9)
Binge Drinking (%)	46.3 (43.6; 48.9)	45.5 (41.6; 49.4)

* indicates statistically significant difference (p< 0.05) between survey years within a country or region.
Grey cells indicate values not collected and/or not valid for comparison.
N refers to the number of participants in that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.
Binge Drinking is ≥5 standard drinks per drinking occasion at least once during the last month.
Alcohol consumption frequency over the past 12 months.
Alcohol consumption amount over the past seven days.

Table 16b (Norway). Alcohol – Adults – 2014-2024. Time trends of consumption frequency of alcoholic beverages and binge drinking (mean or proportion (95% CI)) among adults in Norway: 2014-2024.

NORWAY: Survey year	2014	2024
N	1057	1010
Alcohol consumption frequency (% ever)	90.9 (88.3; 93.6) *	86.3 (83.1; 89.5) *
Alcohol consumption frequency (times per week)	1.6 (1.4; 1.8)	1.4 (1.3; 1.6)
Alcohol consumption amount (standard drinks per week)		3.6 (3.1; 4.2)
Binge Drinking (%)	51.5 (46.8; 56.3) *	36.6 (32.5; 40.7) *

* indicates statistically significant difference (p< 0.05) between survey years within a country or region.
Grey cells indicate values not collected and/or not valid for comparison.
N refers to the number of participants in that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.
Binge Drinking is ≥5 standard drinks per drinking occasion at least once during the last month.
Alcohol consumption frequency over the past 12 months.
Alcohol consumption amount over the past seven days.

Table 16c (Sweden). Alcohol – Adults – 2014-2024. Time trends of consumption frequency of alcoholic beverages and binge drinking (mean or proportion (95% CI)) among adults in Sweden: 2014-2024.

SWEDEN: Survey year	2014	2024
N	1801	999
Alcohol consumption frequency (% ever)	89.2 (86.7; 91.6) *	82.4 (79.1; 85.7) *
Alcohol consumption frequency (times per week)	1.5 (1.4; 1.6)	1.5 (1.3; 1.6)
Alcohol consumption amount (standard drinks per week)		3.3 (2.7; 3.8)
Binge Drinking (%)	40.9 (37.9; 43.9) *	32.4 (28.5; 36.4) *

* indicates statistically significant difference (p< 0.05) between survey years within a country or region.
Grey cells indicate values not collected and/or not valid for comparison.
N refers to the number of participants in that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.
Binge Drinking is ≥5 standard drinks per drinking occasion at least once during the last month.
Alcohol consumption frequency over the past 12 months.
Alcohol consumption amount over the past seven days.

Table 16d (Finland). Alcohol – Adults – 2014-2024. Time trends of consumption frequency of alcoholic beverages and binge drinking (mean or proportion (95% CI)) among adults in Finland: 2014-2024.

FINLAND: Survey year	2014	2024
N	1717	1020
Alcohol consumption frequency (% ever)	89.0 (87.3; 90.6)	86.3 (83.6; 89.1)
Alcohol consumption frequency (times per week)	1.5 (1.4; 1.7) *	1.2 (1.1; 1.4) *
Alcohol consumption amount (standard drinks per week)		3.6 (3.1; 4.1)
Binge Drinking (%)	44.5 (41.6; 47.3)	41.4 (37.1; 45.8)

* indicates statistically significant difference (p< 0.05) between survey years within a country or region.
Grey cells indicate values not collected and/or not valid for comparison.
N refers to the number of participants in that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.
Binge Drinking is ≥5 standard drinks per drinking occasion at least once during the last month.
Alcohol consumption frequency over the past 12 months.
Alcohol consumption amount over the past seven days.

Table 16e (Iceland). Alcohol – Adults – 2014-2024. Time trends of consumption frequency of alcoholic beverages and binge drinking (mean or proportion (95% CI)) among adults in Iceland: 2014-2024.

ICELAND: Survey year	2014	2024
N	2012	1021
Alcohol consumption frequency (% ever)	86.2 (84.4; 88.0) *	77.6 (74.0; 81.1) *
Alcohol consumption frequency (times per week)	1.2 (1.1; 1.3)	1.2 (1.0; 1.3)
Alcohol consumption amount (standard drinks per week)		2.5 (2.1; 2.9)
Binge Drinking (%)	39.1 (36.5; 41.8)	37.1 (33.1; 41.1)

* indicates statistically significant difference (p< 0.05) between survey years within a country or region.
Grey cells indicate values not collected and/or not valid for comparison.
N refers to the number of participants in that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.
Binge Drinking is ≥5 standard drinks per drinking occasion at least once during the last month.
Alcohol consumption frequency over the past 12 months.
Alcohol consumption amount over the past seven days.

Table 16f (Nordic Region). Alcohol – Adults – 2014-2024. Time trends of consumption frequency of alcoholic beverages and binge drinking (mean or proportion (95% CI)) among adults in the Nordic Region: 2014-2024.

NORDIC REGION: Survey year	2014	2024
N	8595	5054
Alcohol consumption frequency (% ever)	89.3 (88.3; 90.2) *	84.1 (82.7; 85.5) *
Alcohol consumption frequency (times per week)	1.6 (1.6; 1.7) *	1.5 (1.4; 1.6) *
Alcohol consumption amount (standard drinks per week)		3.6 (3.4; 3.9)
Binge Drinking (%)	44.5 (43.0; 46.0) *	38.6 (36.8; 40.5)

* indicates statistically significant difference (p< 0.05) between survey years within a country or region.
Grey cells indicate values not collected and/or not valid for comparison.
N refers to the number of participants in that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.
Binge Drinking is ≥5 standard drinks per drinking occasion at least once during the last month.
Alcohol consumption frequency over the past 12 months.
Alcohol consumption amount over the past seven days.
All countries contributed equally to the Nordic average.

Demographic Differences

Gender

Across the Nordic countries, both the frequency of alcoholic beverage consumption and the proportion of people reporting binge drinking were higher among men than women (1.9 vs 1.1 times per week and 49.1% vs 27.4%, respectively). This gender difference in drinking behaviour was observed in all countries, although it was not statistically significant in Iceland.

The mean alcohol consumption was also about twice as high in men as in women (4.8 vs 2.4 standard drinks per week). In Denmark and Finland, the gap was even larger, with men consuming up to three more standard drinks per week than women.

Table 17a (Denmark). Alcohol – Adults – Gender. Total consumption frequency of alcoholic beverages and binge drinking (mean or proportion (95% CI)) among adults according to gender in Denmark: 2024.

DENMARK: Gender	Male	Female
N	482	522
Alcohol consumption frequency (% ever)	91.7 (88.3; 95.1) *	83.9 (79.7; 88.0) *
Alcohol consumption frequency (times per week)	2.9 (2.4; 3.5) *	1.6 (1.4; 1.8) *
Alcohol consumption amount (standard drinks per week)	7.0 (5.7; 8.3) *	3.3 (2.8; 3.8) *
Binge Drinking (%)	58.0 (52.4; 63.6) *	32.6 (27.6; 37.5) *

* indicates statistically significant difference ($p < 0.05$) between genders within a country or region.
N refers to the number of participants with that gender in that country or region. See **Appendix 6** for variable-specific sample sizes.
Binge Drinking is ≥5 standard drinks per drinking occasion at least once during the last month.
Alcohol consumption frequency over the past 12 months.
Alcohol consumption amount over the past seven days.

Table 17b (Norway). Alcohol – Adults – Gender. Total consumption frequency of alcoholic beverages and binge drinking (mean or proportion (95% CI)) among adults according to gender in Norway: 2024.

NORWAY: Gender	Male	Female
N	499	511
Alcohol consumption frequency (% ever)	89.1 (84.9; 93.2)	83.4 (78.7; 88.2)
Alcohol consumption frequency (times per week)	1.7 (1.5; 2.0) *	1.1 (1.0; 1.3) *
Alcohol consumption amount (standard drinks per week)	4.8 (3.8; 5.7) *	2.5 (1.9; 3.0) *
Binge Drinking (%)	47.6 (41.7; 53.5) *	25.1 (20.0; 30.2) *

* indicates statistically significant difference ($p < 0.05$) between genders within a country or region.
N refers to the number of participants with that gender in that country or region. See **Appendix 6** for variable-specific sample sizes.
Binge Drinking is ≥5 standard drinks per drinking occasion at least once during the last month.
Alcohol consumption frequency over the past 12 months.
Alcohol consumption amount over the past seven days.

Table 17c (Sweden). Alcohol – Adults – Gender. Total consumption frequency of alcoholic beverages and binge drinking (mean or proportion (95% CI)) among adults according to gender in Sweden: 2024.

SWEDEN: Gender	Male	Female
N	463	536
Alcohol consumption frequency (% ever)	85.4 (80.9; 89.9)	79.3 (74.5; 84.2)
Alcohol consumption frequency (times per week)	1.7 (1.5; 2.0) *	1.2 (1.0; 1.3) *
Alcohol consumption amount (standard drinks per week)	4.2 (3.3; 5.2) *	2.3 (1.7; 2.8) *
Binge Drinking (%)	42.5 (36.4; 48.5) *	22.2 (17.4; 26.9) *

* indicates statistically significant difference ($p < 0.05$) between genders within a country or region.
N refers to the number of participants with that gender in that country or region. See **Appendix 6** for variable-specific sample sizes.
Binge Drinking is ≥5 standard drinks per drinking occasion at least once during the last month.
Alcohol consumption frequency over the past 12 months.
Alcohol consumption amount over the past seven days.

Table 17d (Finland). Alcohol – Adults – Gender. Total consumption frequency of alcoholic beverages and binge drinking (mean or proportion (95% CI)) among adults according to gender in Finland: 2024.

FINLAND: Gender	Male	Female
N	480	540
Alcohol consumption frequency (% ever)	88.6 (84.9; 92.3)	83.5 (79.4; 87.6)
Alcohol consumption frequency (times per week)	1.7 (1.5; 1.9) *	0.7 (0.6; 0.8) *
Alcohol consumption amount (standard drinks per week)	5.2 (4.3; 6.0) *	1.7 (1.3; 2.1) *
Binge Drinking (%)	55.4 (49.3; 61.6) *	24.5 (19.3; 29.7) *

* indicates statistically significant difference ($p < 0.05$) between genders within a country or region.
N refers to the number of participants with that gender in that country or region. See **Appendix 6** for variable-specific sample sizes.
Binge Drinking is ≥5 standard drinks per drinking occasion at least once during the last month.
Alcohol consumption frequency over the past 12 months.
Alcohol consumption amount over the past seven days.

Table 17e (Iceland). Alcohol – Adults – Gender. Total consumption frequency of alcoholic beverages and binge drinking (mean or proportion (95% CI)) among adults according to gender in Iceland: 2024.

ICELAND: Gender	Male	Female
N	439	582
Alcohol consumption frequency (% ever)	73.7 (68.1; 79.2) *	81.8 (77.5; 86.1) *
Alcohol consumption frequency (times per week)	1.3 (1.1; 1.5)	1.0 (0.8; 1.2)
Alcohol consumption amount (standard drinks per week)	2.9 (2.3; 3.4) *	2.1 (1.6; 2.6) *
Binge Drinking (%)	41.3 (35.4; 47.2) *	32.6 (27.2; 37.9) *

* indicates statistically significant difference ($p < 0.05$) between genders within a country or region.
N refers to the number of participants with that gender in that country or region. See **Appendix 6** for variable-specific sample sizes.
Binge Drinking is ≥5 standard drinks per drinking occasion at least once during the last month.
Alcohol consumption frequency over the past 12 months.
Alcohol consumption amount over the past seven days.

Table 17f (Nordic Region). Alcohol – Adults – Gender. Total consumption frequency of alcoholic beverages and binge drinking (mean or proportion (95% CI)) among adults according to gender in the Nordic Region: 2024.

NORDIC REGION: Gender	Male	Female
N	2363	2691
Alcohol consumption frequency (% ever)	85.7 (83.7; 87.6) *	82.4 (80.4; 84.4) *
Alcohol consumption frequency (times per week)	1.9 (1.7; 2.0) *	1.1 (1.1; 1.2) *
Alcohol consumption amount (standard drinks per week)	4.8 (4.4; 5.2) *	2.4 (2.2; 2.6) *
Binge Drinking (%)	49.1 (46.4; 51.8) *	27.4 (25.1; 29.7) *

* indicates statistically significant difference ($p < 0.05$) between genders within a country or region.
N refers to the number of participants with that gender in that country or region. See **Appendix 6** for variable-specific sample sizes.
Binge Drinking is ≥5 standard drinks per drinking occasion at least once during the last month.
Alcohol consumption frequency over the past 12 months.
Alcohol consumption amount over the past seven days.
All countries contributed equally to the Nordic average.

Age

When comparing Nordic averages across age groups, adults aged 45–65 years reported a higher frequency of alcohol consumption than those aged 18–29 or 30–44 years, while the proportion of people reporting binge drinking decreased steadily with age—from 53.8% in the youngest group to 30.9% in the oldest. The 18–29-year-olds reported the highest mean alcohol intake at 4.4 standard drinks per week, whereas the 30–44-year-olds reported the lowest at 3.1.

In Iceland, Norway, and Sweden, there were no statistically significant differences between age groups in either consumption frequency or average number of standard drinks per week. In contrast, in Denmark and Finland, adults aged 30–44 years reported a lower drinking frequency than those aged 45–65 years, and they also reported the fewest standard drinks per week (3.5 in Denmark and 2.5 in Finland).

The proportion of people reporting binge drinking declined with age in all countries. The highest prevalence was found among 18–29-year-olds in Denmark (65.2%), and the lowest among 45–65-year-olds in Sweden (24.1%).

Table 18a (Denmark). Alcohol – Adults – Age. Total consumption frequency of alcoholic beverages and binge drinking (mean or proportion (95% CI)) among adults according to age in Denmark: 2024.

DENMARK: Age	18-29	30-44	45+
N	115	248	641
Alcohol consumption frequency (% ever)	93.8 (89.2; 98.5) [a]	84.2 (78.7; 89.7) [b]	86.8 (82.9; 90.7) [ab]
Alcohol consumption frequency (times per week)	2.0 (1.6; 2.3) [b]	1.6 (1.3; 1.9) [b]	2.9 (2.3; 3.5) [a]
Alcohol consumption amount (standard drinks per week)	7.2 (5.1; 9.2) [a]	3.5 (2.5; 4.4) [b]	5.2 (4.3; 6.1) [a]
Binge Drinking (%)	65.2 (56.1; 74.3) [b]	42.1 (35.5; 48.8) [a]	36.2 (31.3; 41.0) [a]

Different letters (a, b, c) indicate statistically significant difference ($p < 0.05$) between age groups within a country or region after a statistically significant global test ($p < 0.05$).
No Letters (a, b, c) indicate no statistically significant difference ($p >= 0.05$) between age groups within a country or region and/or no statistically significant global test ($p >= 0.05$).
N refers to the number of participants with the education level in that country or region. See **Appendix 6** for variable-specific sample sizes.
Binge Drinking is ≥5 standard drinks per drinking occasion at least once during the last month.
Alcohol consumption frequency over the past 12 months.
Alcohol consumption amount over the past seven days.

Table 18b (Norway). Alcohol – Adults – Age. Total consumption frequency of alcoholic beverages and binge drinking (mean or proportion (95% CI)) among adults according to age in Norway: 2024.

NORWAY: Age	18-29	30-44	45+
N	121	245	644
Alcohol consumption frequency (% ever)	83.5 (74.9; 92.2)	88.4 (83.4; 93.4)	86.2 (81.9; 90.5)
Alcohol consumption frequency (times per week)	1.2 (0.9; 1.4)	1.4 (1.2; 1.7)	1.6 (1.3; 1.8)
Alcohol consumption amount (standard drinks per week)	5.0 (2.8; 7.1)	3.5 (2.5; 4.4)	3.2 (2.7; 3.6)
Binge Drinking (%)	56.4 (46.1; 66.7) [b]	37.0 (30.0; 44.0) [a]	28.0 (22.7; 33.4) [a]

Different letters (a, b, c) indicate statistically significant difference ($p < 0.05$) between age groups within a country or region after a statistically significant global test ($p < 0.05$).
No Letters (a, b, c) indicate no statistically significant difference ($p >= 0.05$) between age groups within a country or region and/or no statistically significant global test ($p >= 0.05$).
N refers to the number of participants with the education level in that country or region. See **Appendix 6** for variable-specific sample sizes.
Binge Drinking is ≥5 standard drinks per drinking occasion at least once during the last month.
Alcohol consumption frequency over the past 12 months.
Alcohol consumption amount over the past seven days.

Table 18c (Sweden). Alcohol – Adults – Age. Total consumption frequency of alcoholic beverages and binge drinking (mean or proportion (95% CI)) among adults according to age in Sweden: 2024.

SWEDEN: Age	18-29	30-44	45+
N	78	335	586
Alcohol consumption frequency (% ever)	80.3 (71.1; 89.5)	86.6 (81.9; 91.3)	80.2 (75.6; 84.9)
Alcohol consumption frequency (times per week)	1.4 (1.0; 1.8)	1.4 (1.2; 1.7)	1.5 (1.3; 1.7)
Alcohol consumption amount (standard drinks per week)	4.2 (2.3; 6.1)	2.9 (2.3; 3.6)	3.0 (2.4; 3.7)
Binge Drinking (%)	48.2 (36.6; 59.9) [b]	32.1 (26.7; 37.5) [a]	24.1 (19.2; 28.9) [a]

Different letters (a, b, c) indicate statistically significant difference ($p < 0.05$) between age groups within a country or region after a statistically significant global test ($p < 0.05$).
No Letters (a, b, c) indicate no statistically significant difference ($p >= 0.05$) between age groups within a country or region and/or no statistically significant global test ($p >= 0.05$).
N refers to the number of participants with the education level in that country or region. See **Appendix 6** for variable-specific sample sizes.
Binge Drinking is ≥5 standard drinks per drinking occasion at least once during the last month.
Alcohol consumption frequency over the past 12 months.
Alcohol consumption amount over the past seven days.

Table 18d (Finland). Alcohol – Adults – Age. Total consumption frequency of alcoholic beverages and binge drinking (mean or proportion (95% CI)) among adults according to age in Finland: 2024.

FINLAND: Age	18-29	30-44	45+
N	71	248	701
Alcohol consumption frequency (% ever)	90.6 (84.0; 97.3)	84.7 (80.2; 89.2)	85.4 (81.5; 89.4)
Alcohol consumption frequency (times per week)	1.1 (0.8; 1.4) [b]	0.8 (0.7; 1.0) [b]	1.7 (1.4; 2.0) [a]
Alcohol consumption amount (standard drinks per week)	4.0 (2.7; 5.2) [ab]	2.5 (2.0; 3.1) [b]	4.4 (3.4; 5.3) [a]
Binge Drinking (%)	54.7 (42.8; 66.6) [b]	38.4 (32.2; 44.5) [a]	37.1 (31.0; 43.2) [a]

Different letters (a, b, c) indicate statistically significant difference ($p < 0.05$) between age groups within a country or region after a statistically significant global test ($p < 0.05$).
No Letters (a, b, c) indicate no statistically significant difference ($p >= 0.05$) between age groups within a country or region and/or no statistically significant global test ($p >= 0.05$).
N refers to the number of participants with the education level in that country or region. See **Appendix 6** for variable-specific sample sizes.
Binge Drinking is ≥5 standard drinks per drinking occasion at least once during the last month.
Alcohol consumption frequency over the past 12 months.
Alcohol consumption amount over the past seven days.

Table 18e (Iceland). Alcohol – Adults – Age. Total consumption frequency of alcoholic beverages and binge drinking (mean or proportion (95% CI)) among adults according to age in Iceland: 2024.

ICELAND: Age	18-29	30-44	45+
N	86	307	628
Alcohol consumption frequency (% ever)	73.2 (63.4; 83.1)	78.0 (72.9; 83.2)	80.1 (75.8; 84.3)
Alcohol consumption frequency (times per week)	1.2 (0.8; 1.6)	1.1 (0.9; 1.2)	1.3 (1.1; 1.4)
Alcohol consumption amount (standard drinks per week)	2.0 (1.2; 2.7)	3.1 (2.4; 3.7)	2.3 (1.8; 2.9)
Binge Drinking (%)	44.5 (33.6; 55.3) [b]	39.9 (34.0; 45.8) [b]	29.5 (24.7; 34.2) [a]

Different letters (a, b, c) indicate statistically significant difference (p < 0.05) between age groups within a country or region after a statistically significant global test (p < 0.05).
No Letters (a, b, c) indicate no statistically significant difference (p >= 0.05) between age groups within a country or region and/or no statistically significant global test (p >= 0.05).
N refers to the number of participants with the education level in that country or region. See **Appendix 6** for variable-specific sample sizes.
Binge Drinking is ≥5 standard drinks per drinking occasion at least once during the last month.
Alcohol consumption frequency over the past 12 months.
Alcohol consumption amount over the past seven days.

Table 18f (Nordic Region). Alcohol – Adults – Age. Total consumption frequency of alcoholic beverages and binge drinking (mean or proportion (95% CI)) among adults according to age in the Nordic Region: 2024.

NORDIC REGION: Age	18-29	30-44	45+
N	471	1383	3200
Alcohol consumption frequency (% ever)	84.2 (80.4; 87.9)	84.2 (82.0; 86.5)	83.9 (82.0; 85.8)
Alcohol consumption frequency (times per week)	1.4 (1.2; 1.5) [b]	1.2 (1.1; 1.3) [b]	1.8 (1.6; 2.0) [a]
Alcohol consumption amount (standard drinks per week)	4.4 (3.7; 5.2) [a]	3.1 (2.7; 3.4) [b]	3.6 (3.3; 4.0) [a]
Binge Drinking (%)	53.8 (48.9; 58.7) [b]	37.9 (35.1; 40.6) [c]	30.9 (28.6; 33.3) [a]

Different letters (a, b, c) indicate statistically significant difference (p < 0.05) between age groups within a country or region after a statistically significant global test (p < 0.05).
No Letters (a, b, c) indicate no statistically significant difference (p >= 0.05) between age groups within a country or region and/or no statistically significant global test (p >= 0.05).
N refers to the number of participants with the education level in that country or region. See **Appendix 6** for variable-specific sample sizes.
Binge Drinking is ≥5 standard drinks per drinking occasion at least once during the last month.
Alcohol consumption frequency over the past 12 months.
Alcohol consumption amount over the past seven days.

Education

When comparing the frequency of alcoholic beverage consumption across education levels, only small differences were observed. The only statistically significant difference was found in Finland, where adults with lower levels of education reported more frequent alcohol consumption than those with higher levels of education.

In Sweden, a higher proportion of adults with higher levels of education reported drinking alcohol compared with those with lower levels of education—a pattern that was also reflected in the Nordic Region overall.

Table 19a (Denmark). Alcohol – Adults –Education. Total consumption frequency of alcoholic beverages and binge drinking (mean or proportion (95% CI)) among adults according to education level in Denmark: 2024.

DENMARK: Education	Low	Medium	High
N	55	367	578
Alcohol consumption frequency (% ever)	78.6 (67.7; 89.4)	89.8 (86.5; 93.1)	90.3 (87.5; 93.0)
Alcohol consumption frequency (times per week)	2.9 (1.5; 4.4)	2.2 (1.9; 2.5)	2.1 (1.9; 2.3)
Alcohol consumption amount (standard drinks per week)	6.4 (4.0; 8.9)	5.5 (4.2; 6.8)	4.4 (3.9; 5.0)
Binge Drinking (%)	51.0 (37.3; 64.6)	47.1 (41.4; 52.8)	42.6 (37.9; 47.3)

Different letters (a, b, c) indicate statistically significant difference ($p < 0.05$) between education levels within a country or region after a statistically significant global test ($p < 0.05$).
No Letters (a, b, c) indicate no statistically significant difference ($p \geq 0.05$) between education levels within a country or region and/or no statistically significant global test ($p \geq 0.05$).
N refers to the number of participants with the education level in that country or region. **See Appendix 6** for variable-specific sample sizes.
Binge Drinking is ≥5 standard drinks per drinking occasion at least once during the last month.
Alcohol consumption frequency over the past 12 months.
Alcohol consumption amount over the past seven days.

Table 19b (Norway). Alcohol – Adults –Education. Total consumption frequency of alcoholic beverages and binge drinking (mean or proportion (95% CI)) among adults according to education level in Norway: 2024.

NORWAY: Education	Low	Medium	High
N	31	338	637
Alcohol consumption frequency (% ever)	80.2 (66.0; 94.4)	86.5 (82.6; 90.4)	89.0 (86.2; 91.7)
Alcohol consumption frequency (times per week)	1.2 (0.7; 1.7)	1.4 (1.2; 1.7)	1.6 (1.4; 1.7)
Alcohol consumption amount (standard drinks per week)	4.6 (1.6; 7.6)	3.4 (2.8; 3.9)	3.6 (3.1; 4.1)
Binge Drinking (%)	34.3 (17.1; 51.5)	38.7 (33.1; 44.4)	36.1 (31.8; 40.5)

Different letters (a, b, c) indicate statistically significant difference ($p < 0.05$) between education levels within a country or region after a statistically significant global test ($p < 0.05$).
No Letters (a, b, c) indicate no statistically significant difference ($p \geq 0.05$) between education levels within a country or region and/or no statistically significant global test ($p \geq 0.05$).
N refers to the number of participants with the education level in that country or region. **See Appendix 6** for variable-specific sample sizes.
Binge Drinking is ≥5 standard drinks per drinking occasion at least once during the last month.
Alcohol consumption frequency over the past 12 months.
Alcohol consumption amount over the past seven days.

Table 19c (Sweden). Alcohol – Adults –Education. Total consumption frequency of alcoholic beverages and binge drinking (mean or proportion (95% CI)) among adults according to education level in Sweden: 2024.

SWEDEN: Education	Low	Medium	High
N	32	377	585
Alcohol consumption frequency (% ever)	76.2 (61.6; 90.8) [ab]	79.9 (75.0; 84.8) [b]	88.9 (86.0; 91.9) [a]
Alcohol consumption frequency (times per week)	1.1 (0.6; 1.7)	1.4 (1.2; 1.6)	1.7 (1.5; 1.9)
Alcohol consumption amount (standard drinks per week)	3.7 (0.8; 6.6)	3.0 (2.3; 3.8)	3.5 (2.8; 4.1)
Binge Drinking (%)	39.1 (21.0; 57.1)	33.3 (27.4; 39.1)	31.3 (26.5; 36.1)

Different letters (a, b, c) indicate statistically significant difference ($p < 0.05$) between education levels within a country or region after a statistically significant global test ($p < 0.05$).
No Letters (a, b, c) indicate no statistically significant difference ($p \geq 0.05$) between education levels within a country or region and/or no statistically significant global test ($p \geq 0.05$).
N refers to the number of participants with the education level in that country or region. **See Appendix 6** for variable-specific sample sizes.
Binge Drinking is ≥5 standard drinks per drinking occasion at least once during the last month.
Alcohol consumption frequency over the past 12 months.
Alcohol consumption amount over the past seven days.

Table 19d (Finland). Alcohol – Adults –Education. Total consumption frequency of alcoholic beverages and binge drinking (mean or proportion (95% CI)) among adults according to education level in Finland: 2024.

FINLAND: Education	Low	Medium	High
N	34	434	550
Alcohol consumption frequency (% ever)	91.7 (82.6; 100.7)	83.5 (79.5; 87.6)	87.2 (83.4; 91.1)
Alcohol consumption frequency (times per week)	2.3 (1.5; 3.0) [b]	1.1 (0.9; 1.2) [a]	1.1 (0.9; 1.2) [a]
Alcohol consumption amount (standard drinks per week)	5.4 (3.0; 7.8) [a]	3.7 (3.0; 4.4) [a]	2.8 (2.3; 3.4) [a]
Binge Drinking (%)	43.4 (26.2; 60.6) [ab]	46.4 (40.5; 52.3) [b]	34.3 (28.7; 39.9) [a]

Different letters (a, b, c) indicate statistically significant difference ($p < 0.05$) between education levels within a country or region after a statistically significant global test ($p < 0.05$).
No Letters (a, b, c) indicate no statistically significant difference ($p \geq 0.05$) between education levels within a country or region and/or no statistically significant global test ($p \geq 0.05$).
N refers to the number of participants with the education level in that country or region. **See Appendix 6** for variable-specific sample sizes.
Binge Drinking is ≥5 standard drinks per drinking occasion at least once during the last month.
Alcohol consumption frequency over the past 12 months.
Alcohol consumption amount over the past seven days.

Table 19e (Iceland). Alcohol – Adults –Education. Total consumption frequency of alcoholic beverages and binge drinking (mean or proportion (95% CI)) among adults according to education level in Iceland: 2024.

ICELAND: Education	Low	Medium	High
N	118	313	585
Alcohol consumption frequency (% ever)	68.4 (59.2; 77.7) [b]	78.8 (73.5; 84.2) [ab]	82.3 (78.0; 86.6) [a]
Alcohol consumption frequency (times per week)	0.9 (0.6; 1.1) [a]	1.4 (1.1; 1.6) [b]	1.1 (1.0; 1.3) [ab]
Alcohol consumption amount (standard drinks per week)	1.9 (1.0; 2.8)	2.6 (2.0; 3.3)	2.9 (2.4; 3.3)
Binge Drinking (%)	29.1 (20.1; 38.1)	39.3 (32.9; 45.7)	39.4 (33.7; 45.1)

Different letters (a, b, c) indicate statistically significant difference ($p < 0.05$) between education levels within a country or region after a statistically significant global test ($p < 0.05$).
No Letters (a, b, c) indicate no statistically significant difference ($p \geq 0.05$) between education levels within a country or region and/or no statistically significant global test ($p \geq 0.05$).
N refers to the number of participants with the education level in that country or region. **See Appendix 6** for variable-specific sample sizes.
Binge Drinking is ≥5 standard drinks per drinking occasion at least once during the last month.
Alcohol consumption frequency over the past 12 months.
Alcohol consumption amount over the past seven days.

Table 19f (Nordic Region). Alcohol – Adults –Education. Total consumption frequency of alcoholic beverages and binge drinking (mean or proportion (95% CI)) among adults according to education level in the Nordic Region: 2024.

NORDIC REGION: Education	Low	Medium	High
N	270	1829	2935
Alcohol consumption frequency (% ever)	77.7 (72.5; 82.9) [b]	83.8 (81.8; 85.7) [b]	87.7 (86.2; 89.2) [a]
Alcohol consumption frequency (times per week)	1.6 (1.3; 2.0)	1.5 (1.4; 1.6)	1.5 (1.4; 1.6)
Alcohol consumption amount (standard drinks per week)	4.2 (3.2; 5.2)	3.7 (3.3; 4.1)	3.5 (3.2; 3.7)
Binge Drinking (%)	38.3 (31.9; 44.7) [ab]	41.2 (38.5; 43.8) [b]	36.6 (34.4; 38.8) [a]

Different letters (a, b, c) indicate statistically significant difference ($p < 0.05$) between education levels within a country or region after a statistically significant global test ($p < 0.05$).
No Letters (a, b, c) indicate no statistically significant difference ($p \geq 0.05$) between education levels within a country or region and/or no statistically significant global test ($p \geq 0.05$).
N refers to the number of participants with the education level in that country or region. **See Appendix 6** for variable-specific sample sizes.
Binge Drinking is ≥5 standard drinks per drinking occasion at least once during the last month.
Alcohol consumption frequency over the past 12 months.
Alcohol consumption amount over the past seven days.

Discussion

Summary of results

In 2024, alcoholic beverages were consumed on average 1.5 times per week, and 39% of adults in the Nordic countries reported binge drinking at least once during the past month. The mean number of standard drinks consumed per week was 3.6.

Alcohol consumption was higher in Denmark than in the other countries, especially in terms of amount (standard drinks per week). Iceland had the fewest adults who drink alcohol, with 78% reporting alcohol use — about ten percentage points less than in the other countries.

The highest alcohol consumption was observed among men and 45–65-year-olds, identifying these groups as particularly relevant targets for public health initiatives.

The frequency of drinking has declined since 2014 in Finland (from 1.5 to 1.2 times per week). In the other countries, no significant differences were observed.

The highest proportion of people reporting binge drinking was found in Denmark, and binge drinking was more prevalent among men and 18–29-year-olds.

Interpretation

The consistently higher alcohol consumption in Denmark may be partly explained by structural differences in alcohol policy. Denmark is the only Nordic country without a state-owned retail alcohol monopoly, a system that has been shown to reduce alcohol consumption and harm. WHO/Europe highlights such Nordic alcohol monopolies as a comprehensive model for limiting alcohol-related harm (WHO 2025).

In addition, Denmark has the lowest legal age for purchasing alcohol in retail settings and the lowest taxation and prices, which likely contribute to higher consumption levels compared with its Nordic neighbors (Hallberg and Österberg 2014).

The timing of data collection may also play a small role. In 2024, Finland's data were collected in autumn, as in all countries in 2014, while other countries collected data in spring–summer. Since alcohol consumption and binge drinking tend to rise during summer months (Knudsen & Skogen, 2015; Leifman & Gustafsson, 2004), seasonal differences could affect results slightly. However, as questions on frequency covered the past 12 months, the risk of bias is considered small.

The question on binge drinking, referring to the past month, could be more seasonally sensitive. However, since the proportion of people reporting binge drinking decreased significantly in Norway and Sweden and remained unchanged in the other countries, we cannot say that seasonality materially affected the findings.

Comparison to other results

The results in NORMO are consistent with several other surveys.

According to WHO (2025), per-capita alcohol sales measured in litres of pure alcohol per person per year have decreased in Finland, while remaining stable or showing small increases in the other Nordic countries.

The Finnish Drinking Habits Survey (THL 2023) similarly reports a decline in regular (at least weekly) alcohol consumption among both men and women between 2016 and 2023.

Findings from the Norwegian Survey of Alcohol, Tobacco and Drugs (FHI 2024) also support the NORMO results, showing that overall alcohol consumption has remained essentially unchanged in Norway since 2014.

In Sweden, the national public health survey (FoHM 2024) indicates that the proportion of people who ever consume alcohol has decreased since 2014, again aligning with the downward regional trend observed in NORMO.

Data from the Icelandic Directorate of Health (2025) show a similar overall trend to that observed in NORMO, although the NORMO figures for 2024 are slightly lower than the Icelandic estimates.

Strengths and limitations

A key strength of this survey's alcohol assessment portion is the ability to compare alcohol consumption patterns across all Nordic countries using harmonized indicators, providing a coherent regional overview of both current status and trends from 2014 to 2024. This comparability allows for identification of consistent regional patterns as well as meaningful national differences.

However, the analyses were descriptive and did not include statistical adjustments for potential confounding by age or gender, which may influence some observed differences between countries or subgroups. As such, results should be interpreted as population-level patterns rather than causal relationships.

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Physical Activity and Sedentary Behaviour

Background

Physical activity plays a crucial role in preventing non-communicable diseases (NCDs) such as cardiovascular diseases, obesity, type 2 diabetes, and certain cancers, and it significantly reduces the risk of all-cause mortality. Despite this, physical inactivity remains one of the leading global risk factors for NCDs and premature death. Recent estimates suggest that over 30% of adults worldwide are insufficiently active, and this figure is projected to rise unless effective interventions are implemented (WHO 2024; Strain et al. 2024).

Sedentary behaviour has emerged as an independent risk factor for adverse health outcomes, separate from physical inactivity. Excessive sitting—particularly recreational screen time—is associated with increased risks of cardiovascular disease, type 2 diabetes, weight gain, and premature mortality in adults, as well as poorer fitness and cardiometabolic health in children and adolescents (Thorp et al. 2011; Stamatakis et al. 2011; Dunstan et al. 2012; Carson et al. 2016; Physical Activity Guidelines Advisory Committee 2018; Okely et al. 2019).

Increased physical activity reduces risk of chronic disease while potentially decreasing transport's contribution to global CO_2 emissions (Bjørnarå et al. 2017). Active transportation—walking and cycling—represents both a carbon-friendly mode of transport and an opportunity for daily physical activity. Physical activity conducted locally can favour sustainability through reduced fossil fuel use and less need for motorized transport.

Analytical Notes

Population levels of physical activity and sedentary behaviour in the Nordic countries are presented in this chapter, along with trends from 2014 to 2024 for Finland. Since data collection occurred in different seasons in 2014 and 2024, no direct comparison between years can be made for other countries, as seasonality may influence physical activity levels.

High leisure screen time is defined as more than four hours per day of sedentary TV and/or computer time during leisure. Physical inactivity is defined as not meeting the recommended levels of physical activity (WHO 2020).

Unless otherwise noted, all differences between specific groups (country, age, gender, education level) mentioned in the text and tables are statistically significant ($p < 0.05$), while comparisons to the Nordic average are qualitative.

Because of differences in timing of data collection, Finnish results are presented separately from the other Nordic countries and no Nordic averages are presented.

Exact p-values can be found in the **Appendix 5.** For each analysis, all available observations with non-missing values for the specific variable being analyzed and the relevant grouping variable(s) were included. For variable-specific sample sizes, see **Appendix 6.** Exact values used in the figures are available in **Appendix 7.**

Key findings

Status 2024

- About one in four to one in three adults were physically inactive across the Nordic countries, with little difference between adult men and women.
- Walking or cycling time varied substantially—among adults from about 2 hours per week in Iceland to 5 hours in Sweden, and among children from 2 hours in Denmark to 5 hours in Finland.
- On average, adults spent around 3.5–4 hours per day on recreational screen use; roughly one in four reported high screen time (> 4 h/day).
- Physical inactivity affected roughly one in three children in Iceland and Finland and about half in other Nordic countries.
- Children spent between 2.75 and 3.5 hours per day on recreational screen time, and 12–16 % exceeded four hours daily.

Trends 2014–2024 (only Finland)

- Finnish adults showed stable activity levels from 2014 to 2024.
- In Finnish children, moderate to vigorous physical activity increased slightly from 2014 to 2024, while physical inactivity decreased (not statistically significant).

Demographic patterns

Age

- Younger adults (18–24 y) were more active but also reported higher recreational screen time than older adults.

Education

- Higher education in adults was linked to lower inactivity in all countries except Finland.
- In Denmark, adults with high levels of education also spent more time walking or cycling. Children of parents with high levels of education were more active and spent more time walking or cycling—only in Denmark.

Gender

- There was a general trend of boys spending more time on moderate to vigorous physical activity than girls (significantly in Denmark, Finland, and Iceland), and girls having higher rates of inactivity (significantly in Norway and Iceland).
- Boys also had a significantly higher prevalence of high screen time than girls in Denmark and Norway

Results – Adults

Status 2024

In 2024, adults across all Nordic countries reported spending an average of 5 to 5.6 hours per week on MVPA during leisure time. Weekly time spent in moderate-to-vigorous physical activity was highest in Denmark and Norway (5.6 hours) and lowest in Sweden, Finland and Iceland (5.0 hours).

The proportion of adults not meeting the physical activity recommendations ranged from 24.0% in Denmark to 30.5% in Sweden, with Finland (25.0%), Norway (29.8%) and Iceland (28.6%) in between.

Adults also spent nearly four hours per day on recreational screen time, which is close to the threshold for high sedentary behaviour. The proportion with high screen time (defined as more than four hours per day) ranged from 23% in Iceland to 29% in Norway.

Trends 2014–2024 (Finland)

Overall, no statistically significant changes in MVPA or physical inactivity rates were seen in Finland from 2014 to 2024.

Figure 12. Activity – Adults – Finland. Time trends of moderate-to-vigorous physical activity (mean min/day) among adults in Finland according to gender, age, and education: 2014-2024.

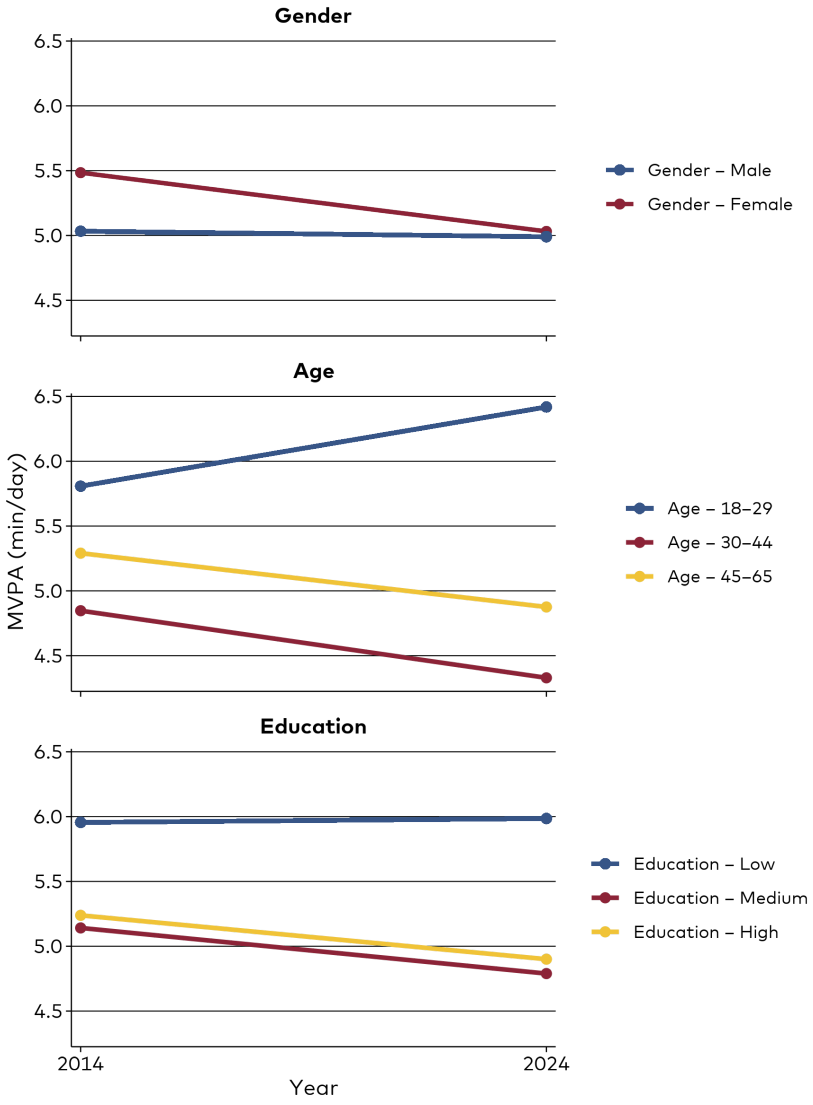


Table 20a (Survey year). Activity – Adults – Finland. Time trends (2014-2024) of moderate-to-vigorous physical activity (mean min/day) and status (2024) of physical activity and sedentary behaviour variables (mean/proportion (95% CI)) among adults in Finland.

Survey year	2014	2024
N	1717	1020
Physical inactivity (Not meeting WHO2020 Guidelines) (%)	24.4 (21.9; 26.8)	25.0 (21.3; 28.7)
High screen time (> 4 hours per day) (%)		26.1 (22.1; 30.2)
Moderate-Vigorous Physical Activity (hours per week)	5.3 (5.0; 5.5)	5.0 (4.6; 5.4)
Time spent in front of a screen per leisure (hours per day)		3.6 (3.4; 3.8)
Time spent walking or cycling (hours per week)		3.5 (3.2; 3.9)

No statistically significant differences ($p < 0.05$) were found.
Grey cells indicate values not collected and/or not valid for comparison.
N refers to the number of participants in that survey year in Finland. See **Appendix 6** for variable-specific sample sizes.

Table 21. Activity – Adults – 2024. Status of physical activity and sedentary behaviour variables (mean/proportion (95% CI)) among adults in the Nordic Region except Finland measured in Spring/Summer: 2024.

	Denmark	Norway	Sweden	Iceland
N	1004	1010	999	1021
Physical inactivity (Not meeting WHO2020 Guidelines) (%)	24.0 (20.5; 27.5)	29.8 (25.5; 34.1)	30.5 (26.5; 34.5)	28.6 (24.9; 32.4)
High screen time (> 4 hours per day) (%)	25.4 (21.8; 29.1)	29.0 (24.8; 33.2)	23.5 (19.9; 27.0)	23.2 (19.5; 26.9)
Moderate-Vigorous Physical Activity (hours per week)	5.6 (5.2; 6.0)	5.6 (5.1; 6.1)	5.0 (4.6; 5.4)	5.0 (4.6; 5.3)
Time spent in front of a screen per leisure (hours per day)	3.6 (3.4; 3.8)	3.7 (3.5; 4.0)	3.6 (3.4; 3.8)	3.6 (3.4; 3.8)
Time spent walking or cycling (hours per week)	3.4 (3.1; 3.8)	2.5 (2.1; 2.9)	5.0 (4.5; 5.6)	1.9 (1.6; 2.1)

N refers to the number of participants in that country. See **Appendix 6** for variable-specific sample sizes.

Demographic Differences

Gender

There were no statistically significant gender differences in any of the Nordic countries. However, the prevalence of physical inactivity tended to be higher among men in all countries except Norway.

Among men, inactivity ranged from 25.4% in Denmark to 34.1% in Sweden, while among women it ranged from 22.5% in Denmark to 29.8% in Norway.

The average time spent on moderate-to-vigorous physical activity (MVPA) ranged from 5 hours in Finland to 6 hours in Norway among men, and from 4.8 hours in Iceland to 5.5 hours in Denmark among women.

Table 20b (Finland). Activity – Adults – Gender 2024. Status of physical activity and sedentary behaviour variables (mean/proportion (95% CI)) among adults in Finland according to gender measured in Autumn: 2024.

FINLAND: Gender	Male	Female
N	480	540
Physical inactivity (Not meeting WHO2020 Guidelines) (%)	26.5 (21.3; 31.8)	23.0 (18.0; 28.0)
High screen time (> 4 hours per day) (%)	25.0 (19.5; 30.4)	27.6 (21.6; 33.5)
Moderate-Vigorous Physical Activity (hours per week)	5.0 (4.4; 5.6)	5.0 (4.5; 5.5)
Time spent in front of a screen per leisure (hours per day)	3.6 (3.3; 3.8)	3.6 (3.3; 3.9)
Time spent walking or cycling (hours per week)	3.3 (2.8; 3.9)	3.8 (3.4; 4.2)

No statistically significant differences ($p < 0.05$) were found.
N refers to the number of participants in that survey year in Finland. See **Appendix 6** for variable-specific sample sizes.

Table 22a (Denmark). Activity – Adults – Gender. Status of physical activity and sedentary behaviour variables (mean/proportion (95% CI)) among adults according to gender in Denmark measured in Spring/Summer: 2024.

DENMARK: Gender	Male	Female
N	482	522
Physical inactivity (Not meeting WHO2020 Guidelines) (%)	25.4 (20.2; 30.6)	22.5 (18.0; 27.0)
High screen time (> 4 hours per day) (%)	28.1 (22.6; 33.5)	22.7 (17.9; 27.4)
Moderate-Vigorous Physical Activity (hours per week)	5.7 (5.1; 6.4)	5.5 (5.0; 6.0)
Time spent in front of a screen per leisure (hours per day)	3.7 (3.4; 4.0)	3.5 (3.3; 3.8)
Time spent walking or cycling (hours per week)	3.4 (2.8; 4.0)	3.5 (3.0; 3.9)

No statistically significant differences ($p < 0.05$) were found.
N refers to the number of participants with that gender in that country. **See Appendix** 6 for variable-specific sample sizes.

Table 22b (Norway). Activity – Adults – Gender. Status of physical activity and sedentary behaviour variables (mean/proportion (95% CI)) among adults according to gender in Norway measured in Spring/Summer: 2024.

NORWAY: Gender	Male	Female
N	499	511
Physical inactivity (Not meeting WHO2020 Guidelines) (%)	29.8 (23.9; 35.8)	29.8 (23.7; 35.9)
High screen time (> 4 hours per day) (%)	25.3 (19.7; 30.9)	33.0 (26.7; 39.2)
Moderate-Vigorous Physical Activity (hours per week)	6.0 (5.2; 6.8)	5.1 (4.5; 5.6)
Time spent in front of a screen per leisure (hours per day)	3.6 (3.3; 3.9)	3.9 (3.5; 4.3)
Time spent walking or cycling (hours per week)	2.1 (1.7; 2.5)	2.9 (2.1; 3.7)

No statistically significant differences ($p < 0.05$) were found.
N refers to the number of participants with that gender in that country. **See Appendix** 6 for variable-specific sample sizes.

Table 22c (Sweden). Activity – Adults – Gender. Status of physical activity and sedentary behaviour variables (mean/proportion (95% CI)) among adults according to gender in Sweden measured in Spring/Summer: 2024.

SWEDEN: Gender	Male	Female
N	463	536
Physical inactivity (Not meeting WHO2020 Guidelines) (%)	34.1 (28.1; 40.1)	26.6 (21.5; 31.6)
High screen time (> 4 hours per day) (%)	26.5 (21.2; 31.7)	20.3 (15.5; 25.2)
Moderate-Vigorous Physical Activity (hours per week)	5.2 (4.5; 5.8)	4.9 (4.4; 5.4)
Time spent in front of a screen per leisure (hours per day)	3.7 (3.4; 4.0)	3.4 (3.1; 3.7)
Time spent walking or cycling (hours per week)	5.1 (4.2; 6.0)	5.0 (4.3; 5.7)

No statistically significant differences ($p < 0.05$) were found.
N refers to the number of participants with that gender in that country. **See Appendix** 6 for variable-specific sample sizes.

Table 22d (Iceland). Activity – Adults – Gender. Status of physical activity and sedentary behaviour variables (mean/proportion (95% CI)) among adults according to gender in Iceland measured in Spring/Summer: 2024.

ICELAND: Gender	Male	Female
N	439	582
Physical inactivity (Not meeting WHO2020 Guidelines) (%)	30.3 (24.9; 35.8)	26.8 (21.7; 31.9)
High screen time (> 4 hours per day) (%)	21.8 (16.6; 27.1)	24.7 (19.6; 29.8)
Moderate-Vigorous Physical Activity (hours per week)	5.1 (4.6; 5.7)	4.8 (4.4; 5.3)
Time spent in front of a screen per leisure (hours per day)	3.4 (3.1; 3.7)	3.8 (3.4; 4.1)
Time spent walking or cycling (hours per week)	1.8 (1.4; 2.2)	1.9 (1.6; 2.3)

No statistically significant differences ($p < 0.05$) were found.
N refers to the number of participants with that gender in that country. **See Appendix** 6 for variable-specific sample sizes.

Age

Statistically significant age-related differences were observed primarily for sedentary behaviour. The youngest adults (18–24 years) spent more time on recreational screen use than older adults (45-65 years) across all Nordic countries.

Among the 18–24 year olds, screen time ranged from 4.1 hours per day in Denmark to 4.9 hours per day in Norway, compared with 3.2 hours per day in Iceland to 3.4 hours per day in Norway, Denmark, and Finland among the 45-65 year olds.

The proportion reporting high recreational screen time (> 4 hours/day) was also highest among 18–24 year olds compared to 45-65 year olds - 48.2% vs. 23% in Norway and 36.1% vs. 17.4% in Sweden.

Table 20c (Finland). Activity – Adults – Age. Status of physical activity and sedentary behaviour variables (mean/proportion (95% CI)) among adults in Finland according to age, measured in Autumn: 2024.

FINLAND: Age	18-29	30-44	45+
N	71	248	701
Physical inactivity (Not meeting WHO2020 Guidelines) (%)	17.5 (8.4; 26.6)	24.8 (19.3; 30.3)	29.0 (23.4; 34.6)
High screen time (> 4 hours per day) (%)	37.3 (25.6; 49.0)	22.0 (16.7; 27.3)	23.9 (18.1; 29.6)
Moderate-Vigorous Physical Activity (hours per week)	6.4 (5.1; 7.7) [a]	4.3 (3.9; 4.8) [b]	4.9 (4.3; 5.4) [ab]
Time spent in front of a screen per leisure (hours per day)	4.3 (3.8; 4.8) [b]	3.4 (3.1; 3.7) [a]	3.4 (3.0; 3.7) [a]
Time spent walking or cycling (hours per week)	3.6 (2.5; 4.7)	3.3 (2.9; 3.8)	3.7 (3.2; 4.2)

Different letters (a, b, c) indicate statistically significant difference ($p < 0.05$) between age groups within a country after a statistically significant global test ($p < 0.05$).

No letters (a, b, c) indicate no statistically significant difference ($p \geq 0.05$) between age groups within a country and/or no statistically significant global test ($p \geq 0.05$).

N refers to the number of participants in that age group in that country. See **Appendix 6** for variable-specific sample sizes.

Table 23a (Denmark). Activity – Adults – Age. Status of physical activity and sedentary behaviour variables (mean/proportion (95% CI)) among adults according to age in Denmark measured in Spring/Summer: 2024.

DENMARK: Age	18-29	30-44	45+
N	115	248	641
Physical inactivity (Not meeting WHO2020 Guidelines) (%)	21.8 (13.6; 30.0)	23.0 (16.9; 29.1)	26.0 (21.5; 30.6)
High screen time (> 4 hours per day) (%)	31.4 (22.2; 40.5)	22.5 (16.3; 28.7)	24.1 (19.4; 28.8)
Moderate-Vigorous Physical Activity (hours per week)	6.3 (5.3; 7.3)	5.1 (4.4; 5.8)	5.6 (5.1; 6.2)
Time spent in front of a screen per leisure (hours per day)	4.1 (3.7; 4.6) [b]	3.4 (3.0; 3.8) [a]	3.4 (3.2; 3.6) [a]
Time spent walking or cycling (hours per week)	3.7 (2.7; 4.6)	3.0 (2.5; 3.4)	3.6 (3.1; 4.2)

Different letters (a, b, c) indicate statistically significant difference ($p < 0.05$) between age groups within a country after a statistically significant global test ($p < 0.05$).
No letters (a, b, c) indicate no statistically significant difference ($p \geq 0.05$) between age groups within a country and/or no statistically significant global test ($p \geq 0.05$).
N refers to the number of participants in that age group in that country. See Appendix 6 for variable-specific sample sizes.

Table 23b (Norway). Activity – Adults – Age. Status of physical activity and sedentary behaviour variables (mean/proportion (95% CI)) among adults according to age in Norway measured in Spring/Summer: 2024.

NORWAY: Age	18-29	30-44	45+
N	121	245	644
Physical inactivity (Not meeting WHO2020 Guidelines) (%)	24.4 (13.7; 35.1)	36.3 (29.2; 43.4)	28.1 (22.0; 34.2)
High screen time (> 4 hours per day) (%)	48.2 (37.7; 58.7) [b]	25.4 (18.3; 32.5) [a]	23.0 (17.5; 28.6) [a]
Moderate-Vigorous Physical Activity (hours per week)	7.0 (5.6; 8.4) [a]	4.9 (4.0; 5.8) [b]	5.3 (4.7; 6.0) [ab]
Time spent in front of a screen per leisure (hours per day)	4.9 (4.1; 5.7) [b]	3.4 (3.1; 3.8) [a]	3.4 (3.1; 3.7) [a]
Time spent walking or cycling (hours per week)	2.9 (2.1; 3.6)	2.1 (1.5; 2.6)	2.6 (1.9; 3.3)

Different letters (a, b, c) indicate statistically significant difference ($p < 0.05$) between age groups within a country after a statistically significant global test ($p < 0.05$).
No letters (a, b, c) indicate no statistically significant difference ($p \geq 0.05$) between age groups within a country and/or no statistically significant global test ($p \geq 0.05$).
N refers to the number of participants in that age group in that country. See Appendix 6 for variable-specific sample sizes.

Table 23c (Sweden). Activity – Adults – Age. Status of physical activity and sedentary behaviour variables (mean/proportion (95% CI)) among adults according to age in Sweden measured in Spring/Summer: 2024.

SWEDEN: Age	18-29	30-44	45+
N	78	335	586
Physical inactivity (Not meeting WHO2020 Guidelines) (%)	24.0 (13.1; 34.9)	30.9 (25.0; 36.8)	33.6 (28.0; 39.1)
High screen time (> 4 hours per day) (%)	36.1 (25.1; 47.1) [b]	22.5 (17.6; 27.4) [ab]	17.4 (13.3; 21.5) [a]
Moderate-Vigorous Physical Activity (hours per week)	5.5 (4.3; 6.7)	4.9 (4.4; 5.5)	4.8 (4.3; 5.3)
Time spent in front of a screen per leisure (hours per day)	4.2 (3.6; 4.7) [b]	3.6 (3.2; 3.9) [ab]	3.3 (3.0; 3.6) [a]
Time spent walking or cycling (hours per week)	4.7 (3.3; 6.2)	5.1 (4.3; 5.9)	5.1 (4.3; 6.0)

Different letters (a, b, c) indicate statistically significant difference ($p < 0.05$) between age groups within a country after a statistically significant global test ($p < 0.05$).
No letters (a, b, c) indicate no statistically significant difference ($p \geq 0.05$) between age groups within a country and/or no statistically significant global test ($p \geq 0.05$).
N refers to the number of participants in that age group in that country. See Appendix 6 for variable-specific sample sizes.

Table 23d (Iceland). Activity – Adults – Age. Status of physical activity and sedentary behaviour variables (mean/proportion (95% CI)) among adults according to age in Iceland measured in Spring/Summer: 2024.

ICELAND: Age	18-29	30-44	45+
N	86	307	628
Physical inactivity (Not meeting WHO2020 Guidelines) (%)	20.3 (11.5; 29.1) [b]	26.4 (20.8; 32.0) [b]	36.3 (31.0; 41.6) [a]
High screen time (> 4 hours per day) (%)	30.5 (20.2; 40.8) [a]	24.2 (18.7; 29.7) [a]	17.5 (13.4; 21.7) [a]
Moderate-Vigorous Physical Activity (hours per week)	5.7 (4.8; 6.7) [b]	5.1 (4.6; 5.6) [ab]	4.4 (4.0; 4.8) [a]
Time spent in front of a screen per leisure (hours per day)	4.2 (3.5; 4.8) [b]	3.5 (3.2; 3.9) [ab]	3.2 (3.0; 3.5) [a]
Time spent walking or cycling (hours per week)	1.8 (1.2; 2.4)	1.8 (1.4; 2.1)	2.0 (1.6; 2.4)

Different letters (a, b, c) indicate statistically significant difference ($p < 0.05$) between age groups within a country after a statistically significant global test ($p < 0.05$).
No letters (a, b, c) indicate no statistically significant difference ($p \geq 0.05$) between age groups within a country and/or no statistically significant global test ($p \geq 0.05$).
N refers to the number of participants in that age group in that country. See Appendix 6 for variable-specific sample sizes.

Education

Educational differences were evident in both physical activity and sedentary behaviour. The prevalence of physical inactivity was consistently higher among adults with low levels of education compared to those with high levels of education—38.0% vs. 18.8% in Iceland, 54.0% vs. 19.0% in Norway, and 61.1% vs. 23.3% in Sweden.

Similarly, high recreational screen time (> 4 hours/day) was more common among adults in the low education group than among the adults in the high education group, with 41.2% vs. 20.5% in Denmark, 45.8 % vs. 20.9 % in Norway, and 30.2% vs. 18.0% in Iceland.

Table 20d (Finland). Activity – Adults – Education. Status of physical activity and sedentary behaviour variables (mean/proportion (95% CI)) among adults in Finland according to education, measured in Autumn: 2024.

FINLAND: Education	Low	Medium	High
N	34	434	550
Physical inactivity (Not meeting WHO2020 Guidelines) (%)	21.1 (7.0; 35.3)	28.5 (23.2; 33.8)	21.9 (17.2; 26.5)
High screen time (> 4 hours per day) (%)	33.0 (16.8; 49.3)	29.1 (23.4; 34.8)	20.7 (15.8; 25.6)
Moderate-Vigorous Physical Activity (hours per week)	6.0 (4.0; 8.0)	4.8 (4.3; 5.3)	4.9 (4.4; 5.4)
Time spent in front of a screen per leisure (hours per day)	3.7 (2.8; 4.5)	3.7 (3.5; 4.0)	3.4 (3.1; 3.7)
Time spent walking or cycling (hours per week)	3.0 (2.0; 3.9)	3.5 (2.9; 4.0)	3.6 (3.2; 4.1)

Different letters (a, b, c) indicate statistically significant difference ($p < 0.05$) between education levels within a country after a statistically significant global test ($p < 0.05$).

No letters (a, b, c) indicate no statistically significant difference ($p \geq 0.05$) between education levels within a country and/or no statistically significant global test ($p \geq 0.05$).

N refers to the number of participants in that education level in that country. See **Appendix 6** for variable-specific sample sizes.

Table 24a (Denmark). Activity – Adults – Education. Status of physical activity and sedentary behaviour variables (mean/proportion (95% CI)) among adults according to education in Denmark measured in Spring/Summer: 2024.

DENMARK: Education	Low	Medium	High
N	55	367	578
Physical inactivity (Not meeting WHO2020 Guidelines) (%)	28.8 (15.3; 42.2) [ab]	28.0 (22.8; 33.3) [b]	17.8 (14.3; 21.3) [a]
High screen time (> 4 hours per day) (%)	41.2 (27.8; 54.7) [b]	24.0 (18.9; 29.1) [a]	20.5 (16.6; 24.4) [a]
Moderate-Vigorous Physical Activity (hours per week)	5.9 (4.2; 7.5)	5.4 (4.8; 6.0)	5.7 (5.3; 6.1)
Time spent in front of a screen per leisure (hours per day)	4.0 (3.5; 4.6)	3.6 (3.3; 3.9)	3.4 (3.2; 3.7)
Time spent walking or cycling (hours per week)	4.0 (2.7; 5.4) [ab]	2.9 (2.4; 3.3) [b]	3.8 (3.3; 4.3) [a]

Different letters (a, b, c) indicate statistically significant difference ($p < 0.05$) between education levels within a country after a statistically significant global test ($p < 0.05$).
No letters (a, b, c) indicate no statistically significant difference ($p \geq 0.05$) between education levels within a country and/or no statistically significant global test ($p \geq 0.05$).
N refers to the number of participants in that education level in that country. See **Appendix 6** for variable-specific sample sizes.

Table 24b (Norway). Activity – Adults – Education. Status of physical activity and sedentary behaviour variables (mean/proportion (95% CI)) among adults according to education in Norway measured in Spring/Summer: 2024.

NORWAY: Education	Low	Medium	High
N	31	338	637
Physical inactivity (Not meeting WHO2020 Guidelines) (%)	54.0 (34.8; 73.3) [b]	31.6 (26.2; 37.0) [b]	19.0 (15.6; 22.5) [a]
High screen time (> 4 hours per day) (%)	45.8 (27.5; 64.0) [b]	30.1 (24.8; 35.5) [b]	20.9 (17.1; 24.7) [a]
Moderate-Vigorous Physical Activity (hours per week)	5.1 (2.5; 7.6)	5.7 (5.1; 6.3)	5.7 (5.3; 6.1)
Time spent in front of a screen per leisure (hours per day)	4.9 (3.7; 6.2) [b]	3.7 (3.4; 4.0) [ab]	3.3 (3.1; 3.5) [a]
Time spent walking or cycling (hours per week)	2.1 (-0.3; 4.5)	2.4 (1.9; 2.8)	2.7 (2.4; 3.1)

Different letters (a, b, c) indicate statistically significant difference ($p < 0.05$) between education levels within a country after a statistically significant global test ($p < 0.05$).
No letters (a, b, c) indicate no statistically significant difference ($p \geq 0.05$) between education levels within a country and/or no statistically significant global test ($p \geq 0.05$).
N refers to the number of participants in that education level in that country. See **Appendix 6** for variable-specific sample sizes.

Table 24c (Sweden). Activity – Adults – Education. Status of physical activity and sedentary behaviour variables (mean/proportion (95% CI)) among adults according to education in Sweden measured in Spring/Summer: 2024.

SWEDEN: Education	Low	Medium	High
N	32	377	585
Physical inactivity (Not meeting WHO2020 Guidelines) (%)	61.1 (43.4; 78.9) [b]	29.1 (23.8; 34.4) [a]	23.3 (19.2; 27.3) [a]
High screen time (> 4 hours per day) (%)	21.4 (6.0; 36.7)	26.2 (20.7; 31.7)	22.5 (18.0; 27.0)
Moderate-Vigorous Physical Activity (hours per week)	3.4 (1.9; 4.9)	5.4 (4.7; 6.0)	5.2 (4.7; 5.6)
Time spent in front of a screen per leisure (hours per day)	3.7 (2.7; 4.8)	3.7 (3.4; 4.0)	3.5 (3.2; 3.8)
Time spent walking or cycling (hours per week)	5.4 (2.6; 8.2)	5.4 (4.6; 6.3)	4.4 (3.9; 5.0)

Different letters (a, b, c) indicate statistically significant difference ($p < 0.05$) between education levels within a country after a statistically significant global test ($p < 0.05$).
No letters (a, b, c) indicate no statistically significant difference ($p \geq 0.05$) between education levels within a country and/or no statistically significant global test ($p \geq 0.05$).
N refers to the number of participants in that education level in that country. See **Appendix 6** for variable-specific sample sizes.

Table 24d (Iceland). Activity – Adults – Education. Status of physical activity and sedentary behaviour variables (mean/proportion (95% CI)) among adults according to education in Iceland measured in Spring/Summer: 2024.

ICELAND: Education	Low	Medium	High
N	118	313	585
Physical inactivity (Not meeting WHO2020 Guidelines) (%)	38.0 (28.4; 47.5) [b]	32.2 (26.2; 38.1) [b]	18.8 (14.1; 23.5) [a]
High screen time (> 4 hours per day) (%)	30.2 (20.9; 39.5) [a]	23.8 (17.8; 29.7) [a]	18.0 (13.5; 22.5) [a]
Moderate-Vigorous Physical Activity (hours per week)	3.5 (2.9; 4.1) [b]	5.3 (4.6; 6.0) [a]	5.6 (5.2; 6.1) [a]
Time spent in front of a screen per leisure (hours per day)	4.0 (3.4; 4.5) [a]	3.6 (3.3; 4.0) [a]	3.3 (3.0; 3.5) [a]
Time spent walking or cycling (hours per week)	1.7 (1.0; 2.3)	2.1 (1.6; 2.6)	1.7 (1.5; 2.0)

Different letters (a, b, c) indicate statistically significant difference ($p < 0.05$) between education levels within a country after a statistically significant global test ($p < 0.05$).
No letters (a, b, c) indicate no statistically significant difference ($p \geq 0.05$) between education levels within a country and/or no statistically significant global test ($p \geq 0.05$).
N refers to the number of participants in that education level in that country. See **Appendix 6** for variable-specific sample sizes.

Results – Children

Status 2024

In 2024, children across the Nordic countries spent between 6.6 hours per week in Denmark and 9.6 hours per week in Iceland on moderate-to-vigorous physical activity (MVPA) during leisure time.

Despite these activity levels, physical inactivity remained common. The proportion of children not meeting physical activity guidelines was highest in Denmark (57.9%), followed by Sweden (53.2%), Norway (50.5%), Finland (37%) and lowest in Iceland (34.7%).

Children also spent between 2.7 and 3.4 hours per day on recreational screen time, ranging from 2.7 hours in Denmark to 3.4 hours in Norway. Across the region, more than one in eight children exceeded four hours per day of recreational screen time.

Trends 2014–2024 (Finland)

An increase in moderate-to-vigorous physical activity (MVPA) was seen in Finland from 2014 to 2024. A non-statistically significant decrease in the rate of physical inactivity was seen as well.

Figure 13. Activity – Children – Finland. Time trends of moderate-to-vigorous physical activity (mean min/day) among children in Finland according to gender and parental education: 2014-2024.

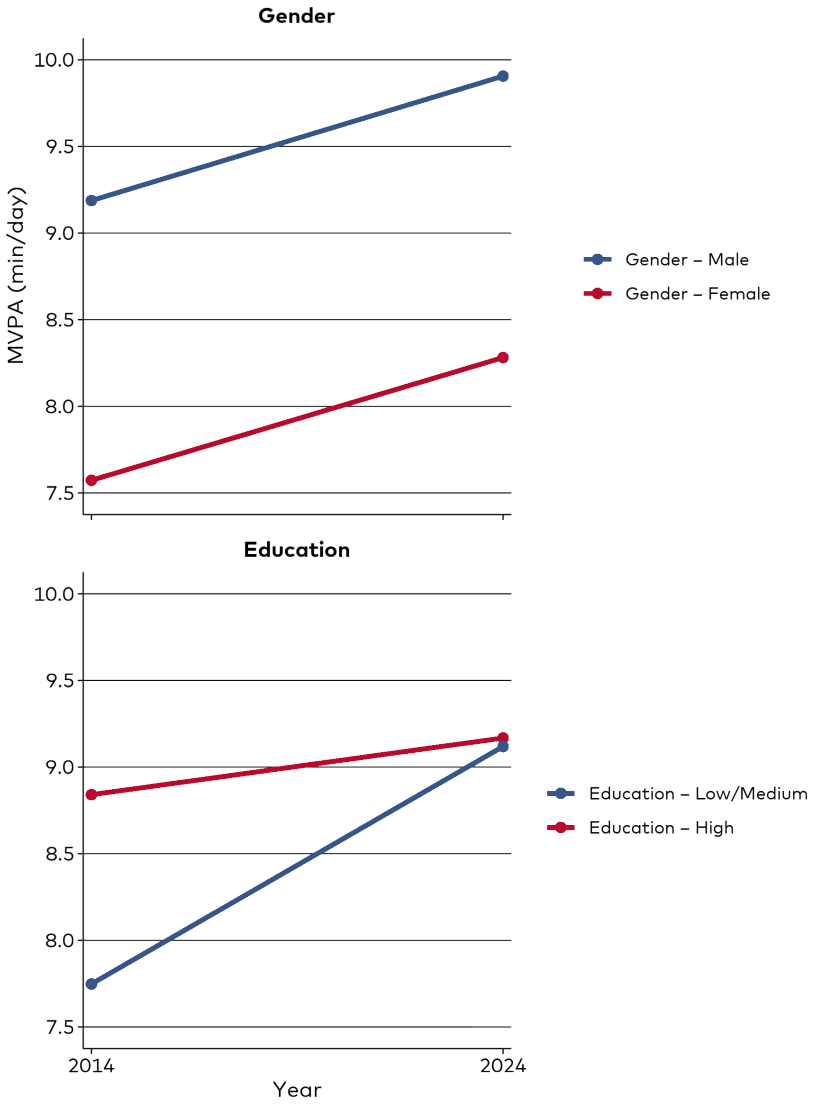


Table 25a (Survey year). Activity – Children – Finland. Time trends (2014-2024) of moderate-to-vigorous physical activity (mean min/day) and status (2024) of physical activity and sedentary behaviour variables (mean/proportion (95% CI)) among children in Finland.

Survey year	2014	2024
N	500	503
Physical inactivity (Not meeting guidelines) (%)	41.4 (36.4; 46.4)	37.0 (32.6; 41.3)
High screen time (> 4 hours per day) (%)		13.5 (10.3; 16.6)
Moderate-Vigorous Physical Activity (hours per week)	8.4 (7.9; 8.9) *	9.1 (8.7; 9.6) *
Time spent in front of a screen per leisure (hours per day)		3.2 (2.9; 3.5)
Time spent walking or cycling (hours per week)		5.0 (4.5; 5.5)

* indicates statistically significant difference ($p < 0.05$) between categories.
N refers to the number of participants in that education level in that survey year. See **Appendix 6** for variable-specific sample sizes.

Table 26. Activity – Children – 2024. Status of physical activity and sedentary behaviour variables (mean/proportion (95% CI)) among children in the Nordic Region measured in Spring/Summer: 2024.

	Denmark	Norway	Sweden	Iceland
N	508	510	505	508
Physical inactivity (Not meeting guidelines) (%)	57.9 (52.8; 62.9)	50.5 (45.8; 55.1)	53.2 (48.4; 58.1)	34.7 (30.5; 39.0)
High screen time (> 4 hours per day) (%)	12.4 (8.9; 15.8)	16.2 (12.8; 19.7)	15.1 (11.6; 18.6)	12.0 (9.1; 14.9)
Moderate-Vigorous Physical Activity (hours per week)	6.6 (6.1; 7.0)	7.9 (7.4; 8.4)	7.0 (6.5; 7.5)	9.6 (9.1; 10.1)
Time spent in front of a screen per leisure (hours per day)	2.7 (2.5; 2.9)	3.4 (3.1; 3.7)	3.3 (3.0; 3.6)	3.0 (2.7; 3.2)
Time spent walking or cycling (hours per week)	2.0 (1.7; 2.2)	3.0 (2.6; 3.3)	3.4 (3.0; 3.9)	2.3 (2.1; 2.6)

N refers to the number of participants in that country. See **Appendix 6** for variable-specific sample sizes.

Demographic Differences

Gender

Significant gender differences in physical inactivity were observed in Norway and Iceland. In Norway, 45.5% of boys and 55.6% of girls did not meet physical activity guidelines, while in Iceland, the proportions were 29.9% for boys and 40.3% for girls.

In Denmark and Iceland, boys engaged in significantly more moderate-to-vigorous physical activity than girls. Danish boys reported 7.1 hours/week, compared to 5.9 hours/week for girls. In Iceland, the difference was even greater: 10.2 hours/week for boys and 8.8 hours/week for girls. In Finland boys reported significantly more physical activity than girls. On average, boys engaged in 9.9 hours per week of moderate-to-vigorous physical activity, compared to 8.3 hours per week for girls.

In Denmark and Norway, boys reported significantly higher levels of high screen time compared to girls. In Denmark, 15.8% of boys versus 8.5% of girls exceeded the 4-hour threshold. In Norway, the difference was even more pronounced, with 21.9% of boys and 10.2% of girls reporting high screen time.

In both Denmark and Norway, boys spent significantly more time in front of screens during leisure time than girls. Danish boys reported 3.0 hours/day, while girls reported 2.3 hours/day. In Norway, boys spent 3.8 hours/day, compared to 3.0 hours/day for girls.

Table 25b (Finland). Activity – Children – Gender. Status of physical activity and sedentary behaviour variables (mean/proportion (95% CI)) among children according to gender in Finland measured in Autumn: 2024.

FINLAND: Gender	Male	Female
N	272	231
Physical inactivity (Not meeting guidelines) (%)	34.0 (28.2; 39.8)	40.4 (33.8; 46.9)
High screen time (> 4 hours per day) (%)	11.8 (7.8; 15.8)	15.3 (10.4; 20.3)
Moderate-Vigorous Physical Activity (hours per week)	9.9 (9.2; 10.6) *	8.3 (7.6; 8.9) *
Time spent in front of a screen per leisure (hours per day)	3.2 (2.8; 3.5)	3.3 (2.8; 3.7)
Time spent walking or cycling (hours per week)	5.1 (4.4; 5.8)	5.0 (4.2; 5.7)

* indicates statistically significant difference ($p < 0.05$) between genders

N refers to the number of participants with that gender in that country. See **Appendix 6** for variable specific sample sizes.

Table 27a (Denmark). Activity – Children – Gender. Status of physical activity and sedentary behaviour variables (mean/proportion (95% CI)) among children according to gender in Denmark measured in Spring/Summer: 2024.

DENMARK: Gender	Male	Female
N	276	232
Physical inactivity (Not meeting guidelines) (%)	54.9 (48.0; 61.8)	61.3 (53.9; 68.6)
High screen time (> 4 hours per day) (%)	15.8 (10.4; 21.2) *	8.5 (4.5; 12.5) *
Moderate-Vigorous Physical Activity (hours per week)	7.1 (6.4; 7.8) *	5.9 (5.3; 6.6) *
Time spent in front of a screen per leisure (hours per day)	3.0 (2.7; 3.3) *	2.3 (2.1; 2.5) *
Time spent walking or cycling (hours per week)	1.9 (1.4; 2.3)	2.1 (1.7; 2.4)

* indicates statistically significant difference ($p < 0.05$) between genders
N refers to the number of participants with that gender in that country. See Appendix 6 for variable-specific sample sizes.

Table 27b (Norway). Activity – Children – Gender. Status of physical activity and sedentary behaviour variables (mean/proportion (95% CI)) among children according to gender in Norway measured in Spring/Summer: 2024.

NORWAY: Gender	Male	Fenale
N	262	248
Physical inactivity (Not meeting guidelines) (%)	45.5 (39.1; 51.9) *	55.6 (49.0; 62.2) *
High screen time (> 4 hours per day) (%)	21.9 (16.6; 27.3) *	10.2 (6.1; 14.3) *
Moderate-Vigorous Physical Activity (hours per week)	8.3 (7.6; 9.1)	7.5 (6.8; 8.2)
Time spent in front of a screen per leisure (hours per day)	3.8 (3.4; 4.2) *	3.0 (2.6; 3.3) *
Time spent walking or cycling (hours per week)	2.8 (2.3; 3.3)	3.1 (2.6; 3.7)

* indicates statistically significant difference ($p < 0.05$) between genders
N refers to the number of participants with that gender in that country. See Appendix 6 for variable-specific sample sizes.

Table 27c (Sweden). Activity – Children – Gender. Status of physical activity and sedentary behaviour variables (mean/proportion (95% CI)) among children according to gender in Sweden measured in Spring/Summer: 2024.

SWEDEN: Gender	Male	Female
N	263	242
Physical inactivity (Not meeting guidelines) (%)	50.3 (43.6; 57.1)	56.6 (49.6; 63.5)
High screen time (> 4 hours per day) (%)	17.7 (12.5; 22.9)	12.2 (7.6; 16.7)
Moderate-Vigorous Physical Activity (hours per week)	7.2 (6.5; 7.9)	6.8 (6.1; 7.5)
Time spent in front of a screen per leisure (hours per day)	3.5 (3.1; 3.9)	3.1 (2.7; 3.5)
Time spent walking or cycling (hours per week)	3.8 (3.1; 4.5)	3.0 (2.5; 3.5)

* indicates statistically significant difference ($p < 0.05$) between genders
N refers to the number of participants with that gender in that country. See Appendix 6 for variable-specific sample sizes.

Table 27d (Iceland). Activity – Children – Gender. Status of physical activity and sedentary behaviour variables (mean/proportion (95% CI)) among children according to gender in Iceland measured in Spring/Summer: 2024.

ICELAND: Gender	Male	Female
N	271	237
Physical inactivity (Not meeting guidelines) (%)	29.9 (24.4; 35.5) *	40.3 (33.9; 46.7) *
High screen time (> 4 hours per day) (%)	11.6 (7.7; 15.5)	12.4 (8.1; 16.8)
Moderate-Vigorous Physical Activity (hours per week)	10.2 (9.5; 10.9) *	8.8 (8.1; 9.5) *
Time spent in front of a screen per leisure (hours per day)	3.0 (2.7; 3.3)	2.9 (2.5; 3.4)
Time spent walking or cycling (hours per week)	2.4 (2.1; 2.8)	2.2 (1.9; 2.6)

* indicates statistically significant difference ($p < 0.05$) between genders
N refers to the number of participants with that gender in that country. See Appendix 6 for variable-specific sample sizes.

Parental Education

Few statistically significant differences were observed by parental education. The only clear pattern was seen in Denmark, where children of parents in the high education group spent more time on moderate-to-vigorous physical activity (MVPA) than those of parents in the low/medium education group (7.1 vs. 5.9 hours per week).

Table 25c (Finland). Activity – Children – Parental Education. Status of physical activity and sedentary behaviour variables (mean/proportion (95% CI)) among children according to parental education in Finland measured in Autumn: 2024.

FINLAND: Parental Education	Low/Medium	High
N	160	343
Physical inactivity (Not meeting guidelines) (%)	38.8 (31.2; 46.3)	35.6 (30.5; 40.6)
High screen time (> 4 hours per day) (%)	15.7 (10.1; 21.4)	11.7 (8.3; 15.1)
Moderate-Vigorous Physical Activity (hours per week)	9.1 (8.3; 10.0)	9.2 (8.6; 9.7)
Time spent in front of a screen per leisure (hours per day)	3.3 (2.8; 3.7)	3.2 (2.8; 3.5)
Time spent walking or cycling (hours per week)	5.3 (4.4; 6.3)	4.8 (4.2; 5.3)

* indicates statistically significant difference ($p < 0.05$) between parental education levels in that country.

N refers to the number of participants with that parental education level in that country. See **Appendix 6** for variable specific sample sizes.

Table 28a (Denmark). Activity – Children – Parental Education. Status of physical activity and sedentary behaviour variables (mean/proportion (95% CI)) among children according to parental education in Denmark measured in Spring/Summer: 2024.

DENMARK: Parental Education	Low/Medium	High
N	99	409
Physical inactivity (Not meeting guidelines) (%)	61.6 (52.0; 71.2)	54.9 (50.1; 59.7)
High screen time (> 4 hours per day) (%)	13.4 (6.6; 20.2)	11.6 (8.5; 14.7)
Moderate-Vigorous Physical Activity (hours per week)	5.9 (5.1; 6.8) *	7.1 (6.6; 7.6) *
Time spent in front of a screen per leisure (hours per day)	2.6 (2.3; 3.0)	2.7 (2.5; 3.0)
Time spent walking or cycling (hours per week)	1.5 (1.0; 2.0) *	2.3 (2.0; 2.6) *

* indicates statistically significant difference ($p < 0.05$) between parental education levels in that country.
N refers to the number of participants with that parental education level in that country. See **Appendix 6** for variable-specific sample sizes.

Table 28b (Norway). Activity – Children – Parental Education. Status of physical activity and sedentary behaviour variables (mean/proportion (95% CI)) among children according to parental education in Norway measured in Spring/Summer: 2024.

NORWAY: Parental Education	Low/Medium	High
N	146	364
Physical inactivity (Not meeting guidelines) (%)	50.0 (41.9; 58.1)	50.8 (45.7; 56.0)
High screen time (> 4 hours per day) (%)	16.6 (10.5; 22.6)	15.9 (12.1; 19.7)
Moderate-Vigorous Physical Activity (hours per week)	7.7 (6.8; 8.7)	8.1 (7.5; 8.6)
Time spent in front of a screen per leisure (hours per day)	3.4 (2.9; 3.8)	3.4 (3.1; 3.7)
Time spent walking or cycling (hours per week)	2.8 (2.2; 3.5)	3.1 (2.7; 3.4)

* indicates statistically significant difference ($p < 0.05$) between parental education levels in that country. N refers to the number of participants with that parental education level in that country. See **Appendix 6** for variable-specific sample sizes.

Table 28c (Sweden). Activity – Children – Parental Education. Status of physical activity and sedentary behaviour variables (mean/proportion (95% CI)) among children according to parental education in Sweden measured in Spring/Summer: 2024.

SWEDEN: Parental Eduation	Low/Medium	High
N	109	394
Physical inactivity (Not meeting guidelines) (%)	55.6 (46.2; 64.9)	51.7 (46.7; 56.6)
High screen time (> 4 hours per day) (%)	15.9 (9.0; 22.8)	14.8 (11.3; 18.3)
Moderate-Vigorous Physical Activity (hours per week)	7.0 (6.0; 8.0)	7.0 (6.6; 7.5)
Time spent in front of a screen per leisure (hours per day)	3.5 (2.9; 4.1)	3.2 (2.9; 3.5)
Time spent walking or cycling (hours per week)	3.5 (2.7; 4.4)	3.4 (2.9; 3.9)

* indicates statistically significant difference ($p < 0.05$) between parental education levels in that country. N refers to the number of participants with that parental education level in that country. See **Appendix 6** for variable-specific sample sizes.

Table 28d (Iceland). Activity – Children – Parental Education. Status of physical activity and sedentary behaviour variables (mean/proportion (95% CI)) among children according to parental education in Iceland measured in Spring/Summer: 2024.

ICELAND: Parental Education	Low/Medium	High
N	170	335
Physical inactivity (Not meeting guidelines) (%)	39.1 (31.7; 46.4)	32.0 (27.0; 37.0)
High screen time (> 4 hours per day) (%)	12.0 (7.0; 16.9)	11.7 (8.2; 15.1)
Moderate-Vigorous Physical Activity (hours per week)	9.4 (8.5; 10.2)	9.6 (9.0; 10.2)
Time spent in front of a screen per leisure (hours per day)	3.1 (2.6; 3.6)	2.9 (2.6; 3.2)
Time spent walking or cycling (hours per week)	2.3 (1.9; 2.7)	2.4 (2.1; 2.6)

* indicates statistically significant difference ($p < 0.05$) between parental education levels in that country. N refers to the number of participants with that parental education level in that country. See **Appendix 6** for variable-specific sample sizes.

Discussion

Summary of results

The high proportions of inactive ie. not meeting the recommended levels of physical activity (WHO 2020), and with sedentary behaviour (high recreational screen time) among adults are of concern.

Among adults, the proportion of physical inactivity ranged from 24% in Denmark to 31% in Sweden, while among children it ranged from 33% in Iceland and Finland to about 50% in the other Nordic countries.

Adults in the Nordic countries spent on average almost four hours per day in front of a screen during leisure time—close to the threshold for high recreational screen time. Among children, daily screen time ranged from 2.5 to 3.5 hours, exceeding screen time recommendations given for example in Denmark and Sweden. Danish Health Authority's recommendation of a maximum of 2 hours per day for children and adolescents aged 5–17, and 3 hours for adults (Sundhedsstyrelsen, 2025). Sweden also provides age-specific screen time guidelines: no screen time for children under 2, a maximum of one hour for ages 2–5, two hours for ages 6–12, and three hours for ages 13–18 (Folkhälsomyndigheten 2024). In Finland, national digital recommendations for children are currently being finalized. These focus on leisure-time use of digital devices and content for children aged 0–13, including limits of one hour per day in short sessions for ages 6–10, and two hours for ages 11–13 (Finnish Institute for Health and Welfare, 2025). These comparisons highlight that actual screen time among children often exceeds national recommendations, underscoring the need for continued public health efforts and parental support.

Gender differences were observed, with boys reporting higher recreational screen time than girls in all Nordic countries except Sweden.

Education level remained a strong determinant of activity level: the lowest physical inactivity was observed among adults with higher education, except in Finland where no educational differences were found.

Active commuting (cycling or walking for transport) varied substantially, from about 2 hours per week in Iceland to 5 hours in Sweden among adults, and from 2 hours in Denmark to 5 hours in Finland among children.

Interpretation

The findings suggest that a substantial proportion of both adults and children in the Nordic Region fail to meet the WHO physical activity recommendations.

The results also show that recreational screen time is high across all countries, exceeding national recommendations for both adults and children.

The substantial variation in active commuting between countries suggests differences in infrastructure, urban design, and cultural norms influencing daily activity. Promoting walking and cycling still holds significant potential from both a public health and sustainability perspective.

Comparison to other results

The results of NORMO are partly supported by other national data sources.

In Iceland, the Directorate of Health reported that 27% of men and 30% of women did not meet physical activity recommendations in 2024, closely matching NORMO's findings.

Similarly, data from the objective physical activity measurements from Norwegian Institute of Public Health (NIPH 2023) showed that 27% of women and 24% of men did not meet physical activity recommendations in 2022—again in line with NORMO estimates.

However, Finnish data do not support the NORMO findings: the self-reported Healthy Finland Survey (2023) reported much higher inactivity levels (54% of men and 62% of women not meeting guidelines). This was also the case in Denmark, where self-reported data from 2021 show that 58% of adults (55% of men and 61% of women aged 16+) did not meet the physical activity recommendations (Sundhedsstyrelsen 2022). Data from the Public Health Agency of Sweden (2024) also show broadly consistent trends: the proportion of adults achieving at least 150–300 minutes of physical activity per week remained stable between 2016 and 2024, while sedentary behaviour increased from 20.4% to 24.1%.

For children, the LIITU Study (2022) in Finland found that 67% of 7–15-year-olds did not meet physical activity recommendations, compared with only 37% in NORMO. The estimate for physical inactivity among Norwegian adolescents in the NORMO data is 50.5%. This is notably higher than the age-specific figures reported in 2018 (NIPH 2021), where 15% of 9-year-old boys, 32% of 9-year-old girls, 44% of 15-year-old boys, and 58% of 15-year-old girls did not meet physical activity recommendations. It is, however, important to note that in both of those national studies, objective measures (activity tracker/accelerometers) of physical activity were used, whereas NORMO is based on self-reported data. Objective measures, such as accelerometers, provide more reliable and often lower estimates compared to survey-based methods.

Strengths and limitations

One of the strengths of the survey's physical activity and sedentary behavior findings is its ability to accurately describe current patterns across the Nordic countries.

A key limitation of the present results is that comparisons over time and between countries are constrained by differences in data collection periods. The 2014 and 2024 surveys were conducted in different seasons, except in Finland where both were carried out in autumn, limiting the ability to assess temporal change.

As a result, it is not possible to evaluate progress toward the WHO Global Action Plan on Physical Activity 2018–2030 goals (10% reduction in inactivity by 2025 and 15% by 2030) using these data.

The reliance on self-reported physical activity may also lead to underestimation of inactivity, especially when compared with objectively measured national data.

However, the harmonized design across all Nordic countries remains a major strength, providing a consistent regional overview of activity and sedentary patterns.

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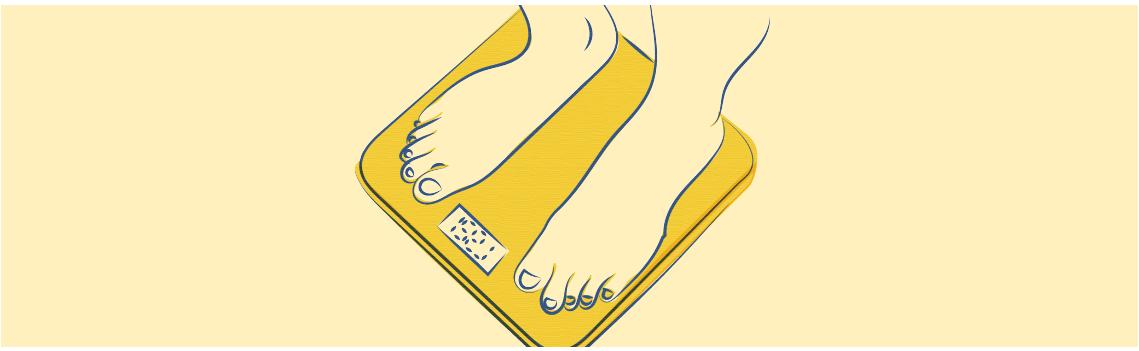
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Overweight and Obesity

Background

Overweight and obesity are major public health concerns worldwide because of their association with non-communicable diseases such as cardiovascular diseases, type 2 diabetes and several cancers, as well as higher all-cause mortality (WHO 2000; Global BMI Mortality Collaboration 2016; NNR2023).

Analytical Notes

The prevalence and development of overweight or obesity (OW/OB) and obesity (OB) from 2014 to 2024 in the Nordic countries are presented for both adults and children. Adults were classified as having overweight if BMI was 25–30, and having obesity if BMI >30. Children were classified using age-specific cutoffs (Cole & Lobstein 2012).

Unless otherwise noted, all differences between specific groups (country, age, gender, education level) are statistically significant ($p < 0.05$), while comparisons to the Nordic average are qualitative.

Exact p-values can be found in the **Appendix 5.** For each analysis, all available observations with non-missing values for the specific variable being analyzed and the relevant grouping variable(s) were included. For variable-specific sample sizes, see **Appendix 6.** Exact values used in the figures are available in **Appendix 7.**

Key findings

Status 2024, adults

- In 2024, over half of adults in the Nordic Region had OW/OB, and one in five had OB.
- Iceland had the highest prevalence of adults having OW/OB (70%), while Denmark (47%) and Sweden (51%) reported the lowest levels.
- Mean BMI was above the overweight threshold for adults (≈26.5 kg/m²).

Status 2024, children

- In 2024, nearly one in five children had OW/OB, and about 4 % had OB.
- Iceland had the highest prevalence of children with OW/OB (26%), while Sweden (15%) and Norway (16%) reported the lowest levels.
- Mean BMI was above the overweight threshold ≈17.7 kg/m² for children.

Trends 2014–2024, adults

- Across the Nordic Region, OW/OB increased among adults (from 49 to 56%) between 2014 and 2024. The rise was most pronounced in Iceland (from 60 to 70%), Finland (from 48% to 61%), and Sweden (from 45 to 51%).
- OB rates increased in Sweden (from 10 to 15%), Finland (from 14 to 24%), and in Iceland from 21 to 28%)
- In the Nordic Region mean BMI increased from 25.6 to 26.5 kg/m².
- In the Nordic Region the proportion of OB rose from ≈15 % to ≈20 %.

Trends 2014–2024, children

- Across the Nordic Region, OW/OB increased among children (from 16 to 19%) between 2014 and 2024. The rise was most pronounced in Denmark (from 11 to 20%) Iceland (from 19 to 26%)
- OB rates increased only in Iceland (from 3 to 6%)
- BMI increased from 17.1 to 17.7 kg/m² in the Nordic Region.

Demographic patterns, adults

Gender

- In the Nordic Region OW/OB were more common among men (62%) than women (49%).
- The biggest difference between men and women was in Sweden (61/40%), whereas smallest difference was in Iceland (73/66%)
- OB prevalence alone did not differ by gender in the Nordic Region.

Age

- The prevalence of adults with OW/OB in the Nordic region increased with age, with 45-65 year olds showing the highest rates compared to younger age groups (18–29 and 30–44) in the Nordic Region (65% vs 41 and 56%) and in all the countries.

Education

- Marked social disparities persisted. Adults with lowest levels of education had substantially higher rates of OW/OB than those in the high education group in the Nordic Region (66%/48%).
- The proportion of individuals with OW/OB was highest among Icelanders with low levels of education (84%), whereas among those with high levels of education, the proportion was 57%.
- In Denmark, the proportion of individuals with OW/OB with low levels of education was the lowest (51%)

Demographic patterns, children

Gender

- In the Nordic Region OW/OB were more common among boys (22%) than girls (17%).
- Among boys and girls there was a gender difference only in Iceland (30/21%)
- OB prevalence alone did not differ by gender in the Nordic Region.

Parental education

- Children of parents with low/medium levels of education had substantially higher rates of OW/OB than those in the high education group in the Nordic Region (24/16%).
- In Denmark, the difference in OW/OB between children of parents with high levels of education (13%) and low/medium levels of education (29%) was the most pronounced.

Results – Adults

Status 2024

In 2024, the mean BMI among adults in the Nordic Region was 26.5 kg/m², which is above the cut-off point for overweight. Overall, 56% of adults were classified as having overweight or obesity, and one in five had obesity.

The prevalence of OW/OB was highest in Iceland (69.7%) compared with 46.7 – 60.5% in the other Nordic countries. The prevalence of OB alone was also higher in Iceland (27.5%) than in Norway (16.2%), Denmark (18.4%), and Sweden (14.6%).

Trends 2014–2024

In Sweden, Finland, Iceland, and in the Nordic Region, the prevalence of OW/OB increased significantly between 2014 and 2024. For example, in Iceland, the rate rose from 59.6% to 69.7%, and in Finland from 48.1% to 60.5%. In the Nordic Region the prevalence increased from 49.4% to 56.0%.

OB prevalence also showed significant increases in the same countries and Nordic Region. In Sweden, obesity rose from 10.1% to 14.6%; in Finland, from 14.0% to 24.2%; and in Iceland, from 21.0% to 27.5%. Across the Nordic Region, obesity increased from 14.7% to 20.2%.

Mean BMI values increased significantly in Denmark, Sweden, Finland, Iceland, and at the Nordic level. For instance, in Denmark, BMI rose from 25.5 kg/m² to 26.1 kg/m², and in Iceland from 26.7 kg/m² to 27.8 kg/m². Regionally, the average BMI increased from 25.6 kg/m² to 26.5 kg/m².

Figure 14. Body – Adults. Prevalence of overweight and obesity among adults in the Nordic countries: 2024.

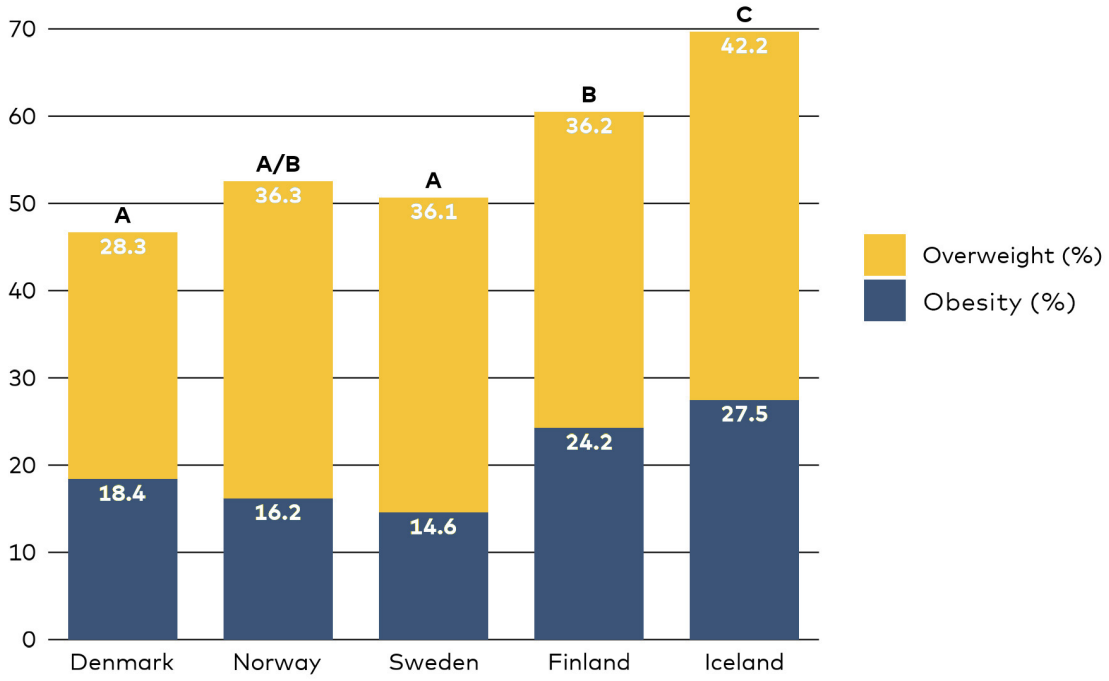

70
60
50
40
30
20
10
0
A
28.3
18.4
A/B
36.3
16.2
A
36.1
14.6
B
36.2
24.2
C
42.2
27.5
Denmark
Norway
Sweden
Finland
Iceland
Overweight (%)
Obesity (%)

Table 29a (Denmark) – Body – Adults – 2014-2024. Time trends of overweight, obesity, and BMI (mean/proportion (95% CI)) among adults in Denmark: 2014-2024.

DENMARK: Survey year	2014	2024
N	2008	1004
Overweight or obesity (BMI ≥ 25) (%)	47.3 (44.6; 50.0)	46.7 (42.8; 50.6)
Obesity (BMI > 30) (%)	14.8 (12.8; 16.9)	18.4 (15.2; 21.6)
Body Mass Index (kg/m^2)	25.5 (25.2; 25.7) *	26.1 (25.6; 26.6) *

* indicates statistically significant difference ($p < 0.05$) between survey years within a country or region.

N refers to the number of participants in that survey year in that country or region. See for

variable-specific sample sizes.

Table 29b (Norway) – Body – Adults – 2014-2024. Time trends of overweight, obesity, and BMI (mean/proportion (95% CI)) among adults in Norway: 2014-2024.

NORWAY: Survey year	2014	2024
N	1057	1010
Overweight or Obesity (BMI ≥ 25) (%)	47.5 (42.7; 52.3)	52.5 (48.3; 56.8)
Obesity (BMI > 30) (%)	13.3 (10.1; 16.6)	16.2 (12.6; 19.7)
Body Mass Index (kg/m^2)	25.5 (25.0; 26.0)	25.8 (25.4; 26.2)

* indicates statistically significant difference ($p < 0.05$) between survey years within a country or region.
N refers to the number of participants in that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 29c (Sweden) – Body – Adults – 2014-2024. Time trends of overweight, obesity, and BMI (mean/proportion (95% CI)) among adults in Sweden: 2014-2024.

SWEDEN: Survey year	2014	2024
N	1801	999
Overweight or Obesity (BMI ≥ 25) (%)	44.8 (41.7; 47.8) *	50.7 (46.5; 54.8) *
Obesity (BMI > 30) (%)	10.1 (8.3; 11.8) *	14.6 (11.6; 17.5) *
Body Mass Index (kg/m^2)	24.9 (24.7; 25.2) *	25.8 (25.3; 26.2) *

* indicates statistically significant difference ($p < 0.05$) between survey years within a country or region.
N refers to the number of participants in that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 29d (Finland) – Body – Adults – 2014-2024. Time trends of overweight, obesity, and BMI (mean/proportion (95% CI)) among adults in Finland: 2014-2024.

FINLAND: Survey year	2014	2024
N	1717	1020
Overweight or Obesity (BMI ≥ 25) (%)	48.1 (45.3; 50.9) *	60.5 (56.1; 64.8) *
Obesity (BMI > 30) (%)	14.0 (12.1; 15.9) *	24.2 (20.4; 28.1) *
Body Mass Index (kg/m^2)	25.5 (25.3; 25.8) *	27.0 (26.6; 27.5) *

* indicates statistically significant difference ($p < 0.05$) between survey years within a country or region. N refers to the number of participants in that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 29e (Iceland) – Body – Adults – 2014-2024. Time trends of overweight, obesity, and BMI (mean/proportion (95% CI)) among adults in Iceland: 2014-2024.

ICELAND: Survey year	2014	2024
N	2012	1021
Overweight or Obesity (BMI ≥ 25) (%)	59.6 (56.9; 62.3) *	69.7 (65.8; 73.5) *
Obesity (BMI > 30) (%)	21.0 (18.9; 23.2) *	27.5 (23.7; 31.3) *
Body Mass Index (kg/m^2)	26.7 (26.4; 27.0) *	27.8 (27.3; 28.2) *

* indicates statistically significant difference ($p < 0.05$) between survey years within a country or region. N refers to the number of participants in that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 29f (Nordic Region) – Body – Adults – 2014-2024. Time trends of overweight, obesity, and BMI (mean/proportion (95% CI)) among adults in the Nordic countries: 2014-2024.

NORDIC REGION: Survey year	2014	2024
N	8595	5054
Overweight or Obesity (BMI ≥ 25) (%)	49.4 (48.0; 50.9) *	56.0 (54.1; 57.9) *
Obesity (BMI > 30) (%)	14.7 (13.6; 15.7) *	20.2 (18.6; 21.7) *
Body Mass Index (kg/m^2)	25.6 (25.5; 25.8) *	26.5 (26.3; 26.7) *

* indicates statistically significant difference ($p < 0.05$) between survey years within a country or region. N refers to the number of participants in that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.

Demographic Differences

Gender

Across all five Nordic countries and the region as a whole, men had a significantly higher prevalence of OW/OB compared to women. In Denmark, 52.3% of men had OW/OB, compared to 40.8% of women (Table 9.4.3). In Norway, the figures were 60.2% for men and 44.4% for women. In Sweden, 60.6% of men OW/OB, while the rate among women was 39.8%. In Finland, the prevalence was 64.8% for men and 55.1% for women. In Iceland, the difference was again notable, with 73.3% of men and 65.6% of women affected. At the Nordic regional level, the pattern was consistent: 62.3% of men had OW/OB, compared to 48.9% of women.

Mean BMI values also showed significant gender differences in several countries and at the regional level. In Denmark, Norway, and Sweden, men had significantly higher BMI than women. Regionally, the average BMI was 27.0 kg/m² for men and 25.9 kg/m² for women.

Table 30a (Denmark). Body – Adults – Gender. Status of overweight, obesity, and BMI (mean/proportion (95% CI)) among adults according to gender in Denmark: 2024.

DENMARK: Gender	Male	Female
N	482	522
Overweight or Obesity (BMI ≥ 25) (%)	52.3 (46.5; 58.1) *	40.8 (35.6; 46.0) *
Obesity (BMI > 30) (%)	20.1 (15.3; 24.9)	16.6 (12.4; 20.8)
Body Mass Index (kg/m^2)	26.7 (25.9; 27.5) *	25.5 (24.9; 26.1) *

* indicates statistically significant difference ($p < 0.05$) between genders within a country or region.
N refers to the number of participants with that gender in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 30b (Norway). Body – Adults – Gender. Status of overweight, obesity, and BMI (mean/proportion (95% CI)) among adults according to gender in Norway: 2024.

NORWAY: Gender	Male	Female
N	499	511
Overweight or Obesity (BMI ≥ 25) (%)	60.2 (54.4; 66.0) *	44.4 (38.3; 50.6) *
Obesity (BMI > 30) (%)	17.1 (12.2; 22.1)	15.2 (10.1; 20.3)
Body Mass Index (kg/m^2)	26.5 (26.0; 27.0) *	25.0 (24.4; 25.7) *

* indicates statistically significant difference ($p < 0.05$) between genders within a country or region.
N refers to the number of participants with that gender in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 30c (Sweden). Body – Adults – Gender. Status of overweight, obesity, and BMI (mean/proportion (95% CI)) among adults according to gender in Sweden: 2024.

SWEDEN: Gender	Male	Female
N	463	536
Overweight or Obesity (BMI ≥ 25) (%)	60.6 (54.6; 66.6) *	39.8 (34.3; 45.3) *
Obesity (BMI > 30) (%)	16.0 (11.6; 20.5)	12.9 (9.2; 16.7)
Body Mass Index (kg/m^2)	26.6 (26.0; 27.3) *	24.9 (24.3; 25.4) *

* indicates statistically significant difference ($p < 0.05$) between genders within a country or region.
N refers to the number of participants with that gender in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 30d (Finland). Body – Adults – Gender. Status of overweight, obesity, and BMI (mean/proportion (95% CI)) among adults according to gender in Finland: 2024.

FINLAND: Gender	Male	Female
N	480	540
Overweight or Obesity (BMI ≥ 25) (%)	64.8 (58.7; 70.8) *	55.1 (48.9; 61.2) *
Obesity (BMI > 30) (%)	23.9 (18.5; 29.3)	24.7 (19.3; 30.1)
Body Mass Index (kg/m^2)	27.3 (26.7; 27.9)	26.7 (26.0; 27.4)

* indicates statistically significant difference ($p < 0.05$) between genders within a country or region.
N refers to the number of participants with that gender in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 30e (Iceland). Body – Adults – Gender. Status of overweight, obesity, and BMI (mean/proportion (95% CI)) among adults according to gender in Iceland: 2024.

ICELAND: Gender	Male	Female
N	439	582
Overweight or Obesity (BMI ≥ 25) (%)	73.3 (67.9; 78.6) *	65.6 (60.2; 71.0) *
Obesity (BMI > 30) (%)	25.8 (20.6; 31.0)	29.4 (24.0; 34.9)
Body Mass Index (kg/m^2)	27.8 (27.2; 28.4)	27.7 (27.1; 28.3)

* indicates statistically significant difference ($p < 0.05$) between genders within a country or region.
N refers to the number of participants with that gender in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 30f (Nordic Region). Body – Adults – Gender. Status of overweight, obesity, and BMI (mean/proportion (95% CI)) among adults according to gender in the Nordic Region: 2024.

NORDIC REGION: Gender	Male	Female
N	2363	2691
Overweight or Obesity (BMI ≥ 25) (%)	62.3 (59.7; 65.0) *	48.9 (46.3; 51.5) *
Obesity (BMI > 30) (%)	20.7 (18.4; 22.9)	19.6 (17.4; 21.8)
Body Mass Index (kg/m^2)	27.0 (26.7; 27.3) *	25.9 (25.7; 26.2) *

* indicates statistically significant difference ($p < 0.05$) between genders within a country or region. N refers to the number of participants with that gender in that country or region. See **Appendix 6** for variable-specific sample sizes.

Age

Differences in OW/OB, OB, and BMI were observed across age groups in all Nordic countries and at the regional level. These differences consistently showed that older adults had higher prevalence rates and higher average BMI values compared to younger adults.

In Denmark, the prevalence of OW/OB was significantly lower among adults aged 18–29 years (27.8%) compared to those aged 30–44 years (48.0%) and 45-65 years (56.5%). Similar patterns were observed in Norway, Sweden, Finland, and Iceland. For example, in Iceland, 55.7% of adults aged 18–29 years had OW/OB, compared to 71.9% in the 30–44 age group and 77.1% among those aged 45-65 years. At the Nordic regional level, the prevalence increased from 40.7% in the youngest age group to 55.7% in the middle group and 64.5% in the oldest group.

OB prevalence followed a similar trend. In Denmark, 11.3% of adults aged 18–29 years had obesity, compared to 20.3% in the 30–44 age group and 21.2% among those aged 45-65 years. In Finland, OB increased from 14.7% in the 18–29 year olds to 24.0% in the 45-65 year olds.

Mean BMI values also increased significantly with age. In Denmark, the average BMI rose from 24.1 kg/m² among adults aged 18–29 years to 26.9 kg/m² in the 30–44 age group and 26.8 kg/m² among those aged 45-65 years. Similar increases were observed in other countries, except Sweden and Iceland. At the Nordic level, BMI increased from 25.2 kg/m² in the youngest age group to 26.5 kg/m² in the 30–44 age group and 27.3 kg/m² among those aged 45-65 years.

Table 31a (Denmark). Body – Adults – Age. Status of overweight, obesity, and BMI (mean/proportion (95% CI)) among adults according to age in Denmark: 2024.

DENMARK: Age	18-29	30-44	45+
N	115	248	641
Overweight or Obesity (BMI ≥ 25) (%)	27.8 (19.2; 36.4) [b]	48.0 (41.1; 54.9) [a]	56.5 (51.6; 61.4) [a]
Obesity (BMI > 30) (%)	11.3 (4.7; 17.8) [b]	20.3 (14.3; 26.2) [ab]	21.2 (16.6; 25.7) [a]
Body Mass Index (kg/m^2)	24.1 (23.1; 25.0) [b]	26.9 (25.6; 28.1) [a]	26.8 (26.3; 27.3) [a]

Different letters (a, b, c) indicate statistically significant difference ($p < 0.05$) between age groups within a country or region after a statistically significant global test ($p < 0.05$).
No Letters (a, b, c) indicate no statistically significant difference ($p >= 0.05$) between age groups within a country or region and/or no statistically significant global test ($p >= 0.05$).
N refers to the number of participants with the age group in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 31b (Norway). Body – Adults – Age. Status of overweight, obesity, and BMI (mean/proportion (95% CI)) among adults according to age in Norway: 2024.

NORWAY: Age	18-29	30-44	45+
N	121	245	644
Overweight or Obesity (BMI ≥ 25) (%)	38.9 (28.5; 49.4) [b]	45.8 (38.8; 52.8) [b]	61.9 (56.3; 67.6) [a]
Obesity (BMI > 30) (%)	13.7 (5.0; 22.4) [ab]	11.4 (7.3; 15.5) [b]	20.0 (14.5; 25.5) [a]
Body Mass Index (kg/m^2)	24.9 (23.9; 25.9) [b]	25.2 (24.6; 25.7) [b]	26.5 (26.0; 27.1) [a]

Different letters (a, b, c) indicate statistically significant difference ($p < 0.05$) between age groups within a country or region after a statistically significant global test ($p < 0.05$).
No Letters (a, b, c) indicate no statistically significant difference ($p >= 0.05$) between age groups within a country or region and/or no statistically significant global test ($p >= 0.05$).
N refers to the number of participants with the age group in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 31c (Sweden). Body – Adults – Age. Status of overweight, obesity, and BMI (mean/proportion (95% CI)) among adults according to age in Sweden: 2024.

SWEDEN: Age	18-29	30-44	45+
N	78	335	586
Overweight or Obesity (BMI ≥ 25) (%)	37.7 (26.5; 48.9) [b]	47.2 (41.3; 53.1) [b]	60.8 (55.6; 66.0) [a]
Obesity (BMI > 30) (%)	11.1 (4.2; 18.0)	12.6 (8.5; 16.7)	18.1 (13.4; 22.8)
Body Mass Index (kg/m^2)	24.7 (23.4; 26.1) [b]	25.3 (24.8; 25.8) [b]	26.8 (26.2; 27.3) [a]

Different letters (a, b, c) indicate statistically significant difference (p < 0.05) between age groups within a country or region after a statistically significant global test (p < 0.05).
No Letters (a, b, c) indicate no statistically significant difference (p >= 0.05) between age groups within a country or region and/or no statistically significant global test (p >= 0.05).
N refers to the number of participants with the age group in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 31d (Finland). Body – Adults – Age. Status of overweight, obesity, and BMI (mean/proportion (95% CI)) among adults according to age in Finland: 2024.

FINLAND: Age	18-29	30-44	45+
N	71	248	701
Overweight or Obesity (BMI ≥ 25) (%)	42.7 (30.6; 54.9) [b]	62.1 (55.9; 68.2) [a]	68.2 (62.3; 74.0) [a]
Obesity (BMI > 30) (%)	12.7 (4.9; 20.5) [b]	19.9 (14.7; 25.0) [b]	34.1 (27.7; 40.4) [a]
Body Mass Index (kg/m^2)	25.5 (24.3; 26.7) [b]	26.7 (26.1; 27.3) [b]	28.2 (27.5; 28.8) [a]

Different letters (a, b, c) indicate statistically significant difference (p < 0.05) between age groups within a country or region after a statistically significant global test (p < 0.05).
No Letters (a, b, c) indicate no statistically significant difference (p >= 0.05) between age groups within a country or region and/or no statistically significant global test (p >= 0.05).
N refers to the number of participants with the age group in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 31e (Iceland). Body – Adults – Age. Status of overweight, obesity, and BMI (mean/proportion (95% CI)) among adults according to age in Iceland: 2024.

ICELAND: Age	18-29	30-44	45+
N	86	307	628
Overweight or Obesity (BMI ≥ 25) (%)	55.7 (44.7; 66.7) [b]	71.9 (66.7; 77.1) [a]	77.1 (73.0; 81.2) [a]
Obesity (BMI > 30) (%)	23.9 (14.0; 33.9)	29.3 (23.6; 35.0)	28.2 (23.3; 33.1)
Body Mass Index (kg/m^2)	26.6 (25.4; 27.7) [b]	28.1 (27.4; 28.7) [ab]	28.3 (27.8; 28.8) [a]

Different letters (a, b, c) indicate statistically significant difference (p < 0.05) between age groups within a country or region after a statistically significant global test (p < 0.05).
No Letters (a, b, c) indicate no statistically significant difference (p >= 0.05) between age groups within a country or region and/or no statistically significant global test (p >= 0.05).
N refers to the number of participants with the age group in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 31f (Nordic Region). Body – Adults – Age. Status of overweight, obesity, and BMI (mean/proportion (95% CI)) among adults according to age in the Nordic Region: 2024.

NORDIC REGION: Age	18-29	30-44	45+
N	471	1383	3200
Overweight or Obesity (BMI ≥ 25) (%)	40.7 (35.8; 45.6) [b]	55.7 (52.8; 58.6) [c]	64.5 (62.1; 66.8) [a]
Obesity (BMI > 30) (%)	14.7 (11.0; 18.4) [b]	19.0 (16.6; 21.3) [b]	24.0 (21.6; 26.4) [a]
Body Mass Index (kg/m^2)	25.2 (24.7; 25.7) [b]	26.5 (26.1; 26.8) [c]	27.3 (27.0; 27.5) [a]

Different letters (a, b, c) indicate statistically significant difference (p < 0.05) between age groups within a country or region after a statistically significant global test (p < 0.05).
No Letters (a, b, c) indicate no statistically significant difference (p >= 0.05) between age groups within a country or region and/or no statistically significant global test (p >= 0.05).
N refers to the number of participants with the age group in that country or region. See **Appendix 6** for variable-specific sample sizes.

Education

Differences in OW/OB, OB, and BMI were observed across education levels in all Nordic countries and at the regional level. These differences consistently showed that individuals with lower levels of education had higher prevalence rates of OW/OB, as well as higher average BMI values, compared to those with higher education.

In Denmark, Norway, and Iceland, all indicators—OW/OB prevalence, OB prevalence, and mean BMI—were significantly higher among adults with low education compared to those with high education. For example, in Iceland, 84.0% of adults with low education had OW/OB, compared to 57.0% among those with high education. OB prevalence was 38.4% versus 14.3%, and mean BMI was 29.2 kg/m² versus 26.2 kg/m².

At the Nordic regional level, the pattern was consistent and statistically significant: 66.3% of adults with low education had OW/OB, compared to 48.2% among those with high education. OB prevalence was 32.9% versus 12.2%, and mean BMI was 27.9 kg/m² versus 25.5 kg/m².

No education-related differences were observed for OW/OB in Finland or for obesity in Sweden (Table 9.4.5).

Table 32a (Denmark). Body – Adults – Education. Status of overweight, obesity, and BMI (mean/proportion (95% CI)) among adults according to education in Denmark: 2024.

DENMARK: Education	Low	Medium	High
N	55	367	578
Overweight or Obesity (BMI ≥ 25) (%)	50.7 (36.6; 64.7) [ab]	51.8 (46.0; 57.5) [b]	41.0 (36.5; 45.6) [a]
Obesity (BMI > 30) (%)	32.8 (19.7; 45.8) [b]	19.6 (15.1; 24.0) [b]	11.5 (8.8; 14.3) [a]
Body Mass Index (kg/m^2)	28.4 (26.1; 30.7) [b]	26.3 (25.7; 26.9) [b]	25.1 (24.7; 25.6) [a]

Different letters (a, b, c) indicate statistically significant difference ($p < 0.05$) between education levels within a country or region after a statistically significant global test ($p < 0.05$).
No Letters (a, b, c) indicate no statistically significant difference ($p >= 0.05$) between education levels within a country or region and/or no statistically significant global test ($p >= 0.05$).
N refers to the number of participants with the education level in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 32b (Norway). Body – Adults – Education. Status of overweight, obesity, and BMI (mean/proportion (95% CI)) among adults according to education in Norway: 2024.

NORWAY: Education	Low	Medium	High
N	31	338	637
Overweight or Obesity (BMI ≥ 25) (%)	58.6 (40.8; 76.4) [ab]	57.9 (52.2; 63.5) [b]	44.5 (40.1; 48.9) [a]
Obesity (BMI > 30) (%)	26.7 (10.8; 42.5) [ab]	17.2 (12.9; 21.4) [b]	9.8 (7.2; 12.3) [a]
Body Mass Index (kg/m^2)	26.3 (24.6; 28.1) [ab]	26.2 (25.7; 26.7) [b]	25.1 (24.8; 25.5) [a]

Different letters (a, b, c) indicate statistically significant difference (p < 0.05) between education levels within a country or region after a statistically significant global test (p < 0.05).
No Letters (a, b, c) indicate no statistically significant difference (p >= 0.05) between education levels within a country or region and/or no statistically significant global test (p >= 0.05).
N refers to the number of participants with the education level in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 32c (Sweden). Body – Adults – Education. Status of overweight, obesity, and BMI (mean/proportion (95% CI)) among adults according to education in Sweden: 2024.

SWEDEN: Education	Low	Medium	High
N	32	377	585
Overweight or Obesity (BMI ≥ 25) (%)	63.1 (45.1; 81.1) [ab]	54.9 (48.8; 61.0) [b]	44.2 (39.3; 49.1) [a]
Obesity (BMI > 30) (%)	21.5 (7.1; 35.9)	16.3 (12.1; 20.5)	11.5 (8.2; 14.8)
Body Mass Index (kg/m^2)	26.7 (24.7; 28.7) [ab]	26.3 (25.6; 27.0) [b]	25.1 (24.6; 25.5) [a]

Different letters (a, b, c) indicate statistically significant difference (p < 0.05) between education levels within a country or region after a statistically significant global test (p < 0.05).
No Letters (a, b, c) indicate no statistically significant difference (p >= 0.05) between education levels within a country or region and/or no statistically significant global test (p >= 0.05).
N refers to the number of participants with the education level in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 32d (Finland). Body – Adults – Education. Status of overweight, obesity, and BMI (mean/proportion (95% CI)) among adults according to education in Finland: 2024.

FINLAND: Education	Low	Medium	High
N	34	434	550
Overweight or Obesity (BMI ≥ 25) (%)	65.3 (48.5; 82.0)	63.2 (57.3; 69.1)	55.8 (49.9; 61.7)
Obesity (BMI > 30) (%)	39.9 (23.2; 56.7) [b]	27.1 (22.1; 32.2) [b]	14.4 (10.4; 18.4) [a]
Body Mass Index (kg/m^2)	28.1 (26.5; 29.7) [b]	27.6 (26.9; 28.3) [b]	26.0 (25.5; 26.5) [a]

Different letters (a, b, c) indicate statistically significant difference (p < 0.05) between education levels within a country or region after a statistically significant global test (p < 0.05).
No Letters (a, b, c) indicate no statistically significant difference (p >= 0.05) between education levels within a country or region and/or no statistically significant global test (p >= 0.05).
N refers to the number of participants with the education level in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 32e (Iceland). Body – Adults – Education. Status of overweight, obesity, and BMI (mean/proportion (95% CI)) among adults according to education in Iceland: 2024.

ICELAND: Education	Low	Medium	High
N	118	313	585
Overweight or Obesity (BMI ≥ 25) (%)	84.0 (76.0; 91.9) [b]	72.1 (66.0; 78.1) [b]	57.0 (51.2; 62.7) [a]
Obesity (BMI > 30) (%)	38.4 (28.5; 48.3) [b]	32.6 (26.6; 38.7) [b]	14.3 (10.8; 17.9) [a]
Body Mass Index (kg/m^2)	29.2 (28.1; 30.2) [b]	28.4 (27.6; 29.1) [b]	26.2 (25.8; 26.7) [a]

Different letters (a, b, c) indicate statistically significant difference (p < 0.05) between education levels within a country or region after a statistically significant global test (p < 0.05).
No Letters (a, b, c) indicate no statistically significant difference (p >= 0.05) between education levels within a country or region and/or no statistically significant global test (p >= 0.05).
N refers to the number of participants with the education level in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 32f (Nordic Region). Body – Adults – Education. Status of overweight, obesity, and BMI (mean/proportion (95% CI)) among adults according to education in the Nordic Region: 2024.

NORDIC REGION: Education	Low	Medium	High
N	270	1829	2935
Overweight or Obesity (BMI ≥ 25) (%)	66.3 (59.8; 72.8) [b]	59.8 (57.1; 62.5) [b]	48.2 (45.9; 50.4) [a]
Obesity (BMI > 30) (%)	32.9 (26.8; 39.0) [b]	22.5 (20.3; 24.7) [c]	12.2 (10.7; 13.7) [a]
Body Mass Index (kg/m^2)	27.9 (27.2; 28.7) [b]	26.9 (26.6; 27.2) [c]	25.5 (25.3; 25.7) [a]

Different letters (a, b, c) indicate statistically significant difference ($p < 0.05$) between education levels within a country or region after a statistically significant global test ($p < 0.05$).
No Letters (a, b, c) indicate no statistically significant difference ($p >= 0.05$) between education levels within a country or region and/or no statistically significant global test ($p >= 0.05$).
N refers to the number of participants with the education level in that country or region. See **Appendix 6** for variable-specific sample sizes.

Results – Children

Status 2024

In 2024, the mean BMI among children in the Nordic Region was 17.7 kg/m². Overall, nearly one in five children had OW/OB, and 4.2% had OB.

The prevalence of OW/OB was highest in Iceland (25.9%) compared with Norway (16.0%) and Sweden (15.4%). Similarly, the prevalence of OB was higher in Iceland (6.4%) than in Norway (1.9%).

Trends 2014–2024

Between 2014 and 2024, both mean BMI and the prevalence of OW/OB increased among children in the Nordic Region, rising from 17.1 to 17.7 kg/m² and from 15.5% to 19.3%, respectively. The prevalence of OB also increased—from 3.0% to 4.2%—although this change was not statistically significant.

At the country level, mean BMI increased in Denmark (from 16.9 to 17.5 kg/m²), Finland (from 17.2 to 17.8 kg/m²), and Iceland (from 17.4 to 18.2 kg/m²). The prevalence of OW/OB also rose in Denmark (from 11.4% to 20.1%) and Iceland (from 19.0% to 25.9%). In addition, the prevalence of OB increased in Finland (from 2.3% to 5.0%) and Iceland (from 2.9% to 6.4%).

Figure 15. Body Children. Prevalence of overweight and obesity among children in the Nordic countries: 2024.

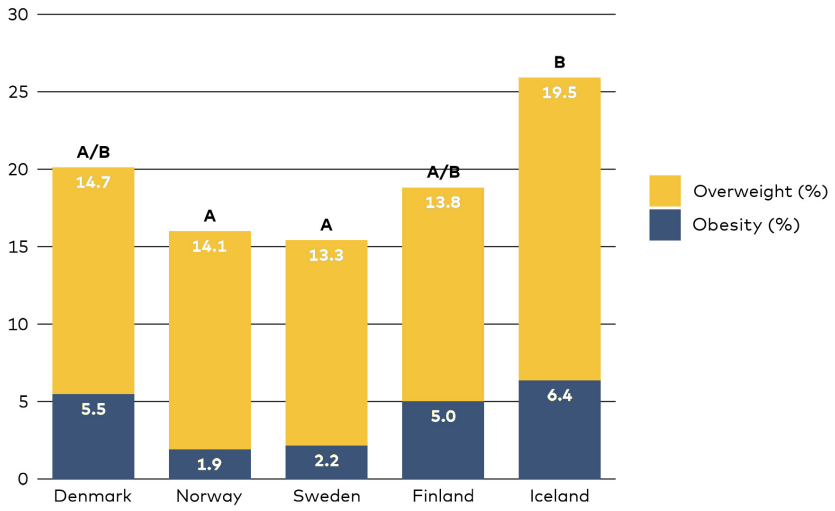


Table 33a (Denmark). Body – Children – 2014-2024. Time trends of overweight, obesity, and BMI (mean/proportion (95% CI)) among children in Denmark: 2014-2024.

DENMARK: Survey year	2014	2024
N	598	508
Overweight or Obesity (age-specific BMI cut-offs) (%)	11.4 (8.0; 14.8) *	20.1 (15.2; 25.1) *
Obesity (age-specific BMI cut-offs) (%)	3.9 (1.4; 6.3)	5.5 (2.3; 8.7)
Body Mass Index (kg/m^2)	16.9 (16.5; 17.3) *	17.5 (17.1; 17.9) *

* indicates statistically significant difference ($p < 0.05$) between survey years within a country or region. N refers to the number of participants in that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 33b (Norway). Body – Children – 2014-2024. Time trends of overweight, obesity, and BMI (mean/proportion (95% CI)) among children in Norway: 2014-2024.

NORWAY: Survey year	2014	2024
N	358	510
Overweight or Obesity	16.0 (9.5; 22.5)	16.0 (12.0; 20.0)
Obesity (age-specific BMI cut-offs) (%)	2.4 (0.4; 4.5)	1.9 (0.4; 3.4)
Body Mass Index (kg/m^2)	17.1 (16.5; 17.6)	17.6 (17.3; 17.9)

* indicates statistically significant difference ($p < 0.05$) between survey years within a country or region. N refers to the number of participants in that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 33c (Sweden). Body – Children – 2014-2024. Time trends of overweight, obesity, and BMI (mean/proportion (95% CI)) among children in Sweden: 2014-2024.

SWEDEN: Survey year	2014	2024
N	500	505
Overweight or Obesity (age-specific BMI cut-offs) (%)	16.2 (11.8; 20.6)	15.4 (11.4; 19.4)
Obesity (age-specific BMI cut-offs) (%)	3.5 (1.0; 5.9)	2.2 (0.3; 4.0)
Body Mass Index (kg/m^2)	17.3 (16.9; 17.6)	17.4 (17.1; 17.7)

* indicates statistically significant difference ($p < 0.05$) between survey years within a country or region. N refers to the number of participants in that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 33d (Finland). Body – Children – 2014-2024. Time trends of overweight, obesity, and BMI (mean/proportion (95% CI)) among children in Finland: 2014-2024.

FINLAND: Survey year	2014	2024
N	500	503
Overweight or Obesity (age-specific BMI cut-offs) (%)	15.6 (11.9; 19.3) *	18.8 (14.9; 22.7) *
Obesity (age-specific BMI cut-offs) (%)	2.3 (0.8; 3.8)	5.0 (2.8; 7.3)
Body Mass Index (kg/m2)	17.2 (16.9; 17.4) *	17.8 (17.5; 18.1) *

* indicates statistically significant difference ($p < 0.05$) between survey years within a country or region. N refers to the number of participants in that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 33e (Iceland). Body – Children – 2014-2024. Time trends of overweight, obesity, and BMI (mean/proportion (95% CI)) among children in Iceland: 2014-2024.

ICELAND: Survey year	2014	2024
N	514	508
Overweight or Obesity (age-specific BMI cut-offs) (%)	19.0 (14.8; 23.2) *	25.9 (21.6; 30.2) *
Obesity (age-specific BMI cut-offs) (%)	2.9 (1.0; 4.8) *	6.4 (3.9; 8.8) *
Body Mass Index (kg/m^2)	17.4 (17.1; 17.7) *	18.2 (17.8; 18.5) *

* indicates statistically significant difference ($p < 0.05$) between survey years within a country or region. N refers to the number of participants in that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 33f (Nordic Region). Body – Children – 2014-2024. Time trends of overweight, obesity, and BMI (mean/proportion (95% CI)) among children in the Nordic countries: 2014-2024.

NORDIC REGION: Survey year	2014	2024
N	2470	2534
Overweight or Obesity (age-specific BMI cut-offs) (%)	15.5 (13.5; 17.6) *	19.3 (17.4; 21.2) *
Obesity (age-specific BMI cut-offs) (%)	3.0 (2.1; 4.0)	4.2 (3.2; 5.3)
Body Mass Index (kg/m^2)	17.1 (17.0; 17.3) *	17.7 (17.5; 17.9) *

* indicates statistically significant difference ($p < 0.05$) between survey years within a country or region. N refers to the number of participants in that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.

Demographic Differences

Gender

Differences in OW/OB prevalence between boys and girls were observed in Iceland and across the Nordic Region as a whole. In Iceland, the prevalence of OW/OB was significantly higher among boys compared to girls. Specifically, 30.1% of boys had OW/OB, while the corresponding figure for girls was 21.1%. This gender difference was also evident at the regional level: across the Nordic Region, 21.5% of boys had OW/OB, compared to 16.8% of girls.

Table 34a (Denmark) – Body – Children – Gender. Status of overweight, obesity, and BMI (mean/proportion (95% CI)) among children according to gender in Denmark: 2024.

DENMARK: Gender	Male	Female
N	276	232
Overweight or Obesity (age-specific BMI cut-offs) (%)	22.3 (15.0; 29.6)	17.7 (11.4; 24.1)
Obesity (age-specific BMI cut-offs) (%)	4.5 (0.5; 8.6)	6.5 (1.6; 11.5)
Body Mass Index (kg/m^2)	17.8 (17.2; 18.4)	17.2 (16.6; 17.8)

* indicates statistically significant difference ($p < 0.05$) between genders within a country or region. N refers to the number of participants with that gender in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 34b (Norway) – Body – Children – Gender. Status of overweight, obesity, and BMI (mean/proportion (95% CI)) among children according to gender in Norway: 2024.

NORWAY: Gender	Male	Female
N	262	248
Overweight or Obesity (age-specific BMI cut-offs) (%)	18.8 (12.8; 24.8)	12.9 (7.7; 18.2)
Obesity (age-specific BMI cut-offs) (%)	2.0 (-0.1; 4.1)	1.8 (-0.4; 3.9)
Body Mass Index (kg/m^2)	17.6 (17.1; 18.0)	17.6 (17.2; 18.1)

* indicates statistically significant difference ($p < 0.05$) between genders within a country or region. N refers to the number of participants with that gender in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 34c (Sweden) – Body – Children – Gender. Status of overweight, obesity, and BMI (mean/proportion (95% CI)) among children according to gender in Sweden: 2024.

SWEDEN: Gender	Male	Female
N	263	242
Overweight or Obesity (age-specific BMI cut-offs) (%)	17.4 (11.5; 23.3)	13.1 (7.8; 18.4)
Obesity (age-specific BMI cut-offs) (%)	2.5 (-0.3; 5.3)	1.7 (-0.4; 3.9)
Body Mass Index (kg/m^2)	17.6 (17.1; 18.0)	17.3 (16.8; 17.7)

* indicates statistically significant difference ($p < 0.05$) between genders within a country or region.
N refers to the number of participants with that gender in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 34d (Finland) – Body – Children – Gender. Status of overweight, obesity, and BMI (mean/proportion (95% CI)) among children according to gender in Finland: 2024.

FINLAND: Gender	Male	Female
N	272	231
Overweight or Obesity (age-specific BMI cut-offs) (%)	19.0 (13.8; 24.3)	18.6 (12.8; 24.4)
Obesity (age-specific BMI cut-offs) (%)	3.0 (0.7; 5.2)	7.4 (3.3; 11.5)
Body Mass Index (kg/m^2)	17.7 (17.3; 18.1)	17.8 (17.4; 18.3)

* indicates statistically significant difference ($p < 0.05$) between genders within a country or region.
N refers to the number of participants with that gender in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 34e (Iceland) – Body – Children – Gender. Status of overweight, obesity, and BMI (mean/proportion (95% CI)) among children according to gender in Iceland: 2024.

ICELAND: Gender	Male	Female
N	271	237
Overweight or Obesity (age-specific BMI cut-offs) (%)	30.1 (23.9; 36.3) *	21.1 (15.3; 26.9) *
Obesity (age-specific BMI cut-offs) (%)	6.7 (3.3; 10.1)	6.0 (2.5; 9.5)
Body Mass Index (kg/m^2)	18.4 (17.9; 18.9)	17.9 (17.4; 18.4)

* indicates statistically significant difference ($p < 0.05$) between genders within a country or region.
N refers to the number of participants with that gender in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 34f (Nordic Region) – Body – Children – Gender. Status of overweight, obesity, and BMI (mean/proportion (95% CI)) among children according to gender in the Nordic Region: 2024.

NORDIC REGION: Gender	Male	Female
N	1344	1190
Overweight or Obesity (age-specific BMI cut-offs) (%)	21.5 (18.8; 24.3) *	16.8 (14.2; 19.3) *
Obesity (age-specific BMI cut-offs) (%)	3.8 (2.4; 5.1)	4.8 (3.1; 6.4)
Body Mass Index (kg/m^2)	17.8 (17.6; 18.0)	17.6 (17.3; 17.8)

* indicates statistically significant difference ($p < 0.05$) between genders within a country or region. N refers to the number of participants with that gender in that country or region. See **Appendix 6** for variable-specific sample sizes.

Parental Education

Statistically significant differences in OW/OB, OB, and BMI were observed between children from households with low or medium education levels compared to those from high education households in several Nordic countries and in the region overall.

In Denmark, the prevalence of OW/OB among children from low/medium education households was 29.1%, significantly higher than the 13.2% observed among children from high education households. Similarly, in Sweden, the corresponding figures were 21.3% and 11.6%, and in Finland, 24.3% and 14.7%, respectively. At the regional level, the Nordic average showed a significant difference as well, with 24.4% of children from low/medium education households having OW/OB, compared to 15.7% from high education households.

OB followed the same pattern. In Denmark, 11.4% of children from low/medium education households had OB, compared to only 0.9% among those from high education households. In Finland, the figures were 8.1% versus 2.7%, and across the Nordic Region, 7.2% versus 2.1%, indicating a consistent and significant disparity.

Mean BMI values also differed significantly by household education level. In Denmark, children from low/medium education households had a mean BMI of 18.2 kg/m², compared to 17.0 kg/m² among those from high education households. In Sweden, the difference was 18.3 kg/m² versus 16.8 kg/m², and in Finland, 18.3 kg/m² versus 17.4 kg/m². At the regional level, the average BMI was 18.2 kg/m² for children from low/medium education households, compared to 17.3 kg/m² for those from high education households.

Table 35a (Denmark). Body – Children – Parental Education. Status of overweight, obesity, and BMI (mean/proportion (95% CI)) among children according to parental education in Denmark: 2024.

DENMARK: Parental Education	Low/Medium	High
N	99	409
Overweight or Obesity (age-specific BMI cut-offs) (%)	29.1 (19.1; 39.1) *	13.2 (9.5; 16.8) *
Obesity (age-specific BMI cut-offs) (%)	11.4 (4.4; 18.4) *	0.9 (-0.1; 1.9) *
Body Mass Index (kg/m^2)	18.2 (17.3; 19.0) *	17.0 (16.8; 17.3) *

* indicates statistically significant difference ($p < 0.05$) between levels of parental education within a country or region.
N refers to the number of participants with those levels of parental education in that country or region.
See**Appendix 6** for variable-specific sample sizes.

Table 35b (Norway). Body – Children – Parental Education. Status of overweight, obesity, and BMI (mean/proportion (95% CI)) among children according to parental education in Norway: 2024.

NORWAY: Parental Education	Low/Medium	High
N	146	364
Overweight or Obesity (age-specific BMI cut-offs) (%)	16.8 (9.5; 24.1)	15.4 (11.0; 19.7)
Obesity (age-specific BMI cut-offs) (%)	2.0 (-0.7; 4.7)	1.9 (0.2; 3.5)
Body Mass Index (kg/m^2)	17.7 (17.1; 18.3)	17.5 (17.2; 17.9)

* indicates statistically significant difference ($p < 0.05$) between levels of parental education within a country or region.
N refers to the number of participants with those levels of parental education in that country or region.
See**Appendix 6** for variable-specific sample sizes.

Table 35c (Sweden). Body – Children – Parental Education. Status of overweight, obesity, and BMI (mean/proportion (95% CI)) among children according to parental education in Sweden: 2024.

SWEDEN: Parental Education	Low/Medium	High
N	109	394
Overweight or Obesity (age-specific BMI cut-offs) (%)	21.3 (12.8; 29.9) *	11.6 (8.2; 15.0) *
Obesity (age-specific BMI cut-offs) (%)	4.5 (0.2; 8.8)	0.6 (-0.2; 1.4)
Body Mass Index (kg/m^2)	18.3 (17.7; 19.0) *	16.8 (16.5; 17.1) *

* indicates statistically significant difference ($p < 0.05$) between levels of parental education within a country or region.
N refers to the number of participants with those levels of parental education in that country or region.
See**Appendix 6** for variable-specific sample sizes.

Table 35d (Finland). Body – Children – Parental Education. Status of overweight, obesity, and BMI (mean/proportion (95% CI)) among children according to parental education in Finland: 2024.

FINLAND: Parental Education	Low/Medium	High
N	160	343
Overweight or Obesity (age-specific BMI cut-offs) (%)	24.3 (17.1; 31.5) *	14.7 (10.7; 18.7) *
Obesity (age-specific BMI cut-offs) (%)	8.1 (3.5; 12.7) *	2.7 (0.8; 4.5) *
Body Mass Index (kg/m^2)	18.3 (17.7; 18.8) *	17.4 (17.1; 17.7) *

* indicates statistically significant difference ($p < 0.05$) between levels of parental education within a country or region.
N refers to the number of participants with those levels of parental education in that country or region.
See**Appendix 6** for variable-specific sample sizes.

Table 35e (Iceland). Body – Children – Parental Education. Status of overweight, obesity, and BMI (mean/proportion (95% CI)) among children according to parental education in Iceland: 2024.

ICELAND: Parental Education	Low/Medium	High
N	170	335
Overweight or Obesity (age-specific BMI cut-offs) (%)	30.2 (22.3; 38.2)	23.3 (18.4; 28.1)
Obesity (age-specific BMI cut-offs) (%)	9.3 (4.3; 14.3)	4.5 (2.1; 6.9)
Body Mass Index (kg/m^2)	18.6 (17.9; 19.3)	17.9 (17.6; 18.3)

* indicates statistically significant difference ($p < 0.05$) between levels of parental education within a country or region.
N refers to the number of participants with those levels of parental education in that country or region.
See **Appendix 6** for variable-specific sample sizes.

Table 35f (Nordic Region). Body – Children – Parental Education. Status of overweight, obesity, and BMI (mean/proportion (95% CI)) among children according to parental education in the Nordic Region: 2024.

NORDIC REGION: Parental: Education	Low/Medium	High
N	684	1845
Overweight or Obesity (age-specific BMI cut-offs) (%)	24.4 (20.7; 28.2) *	15.7 (13.8; 17.5) *
Obesity (age-specific BMI cut-offs) (%)	7.2 (4.9; 9.4) *	2.1 (1.4; 2.9) *
Body Mass Index (kg/m$_2$)	18.2 (17.9; 18.5) *	17.3 (17.2; 17.5) *

* indicates statistically significant difference ($p < 0.05$) between levels of parental education within a country or region.
N refers to the number of participants with those levels of parental education in that country or region.
See **Appendix 6** for variable-specific sample sizes.

Discussion

Summary of results

Adults

The increase in OW/OB prevalence among adults is a growing concern. In 2024, 56% of adults in the Nordic Region had OW/OB, and one in five had obesity. Iceland had the highest adult OW/OB prevalence (70%), while Denmark (47%) and Sweden (51%) had the lowest rates.

OW/OB prevalence was higher among men than women in all countries, ranging from 52% in Danish men to 70% in Icelandic men, and from 40% in Swedish women to 66% in Icelandic women.

Education remained strongly associated with body weight: 66% of adults with low education levels had OW/OB compared with 48% of those with high education levels. Obesity rates were 33% vs. 12%, respectively.

Over the past decade, OW/OB prevalence among adults rose from 49% in 2014 to 56% in 2024, with the most pronounced increases in Iceland, Finland, and Sweden. Adult OB increased in Sweden from 10% to 15%, in Finland from 14% to 24% and in Iceland from 21% to 28%.

Parallel increases in mean BMI in the Nordic Region were observed: adult BMI rose from 25.6 to 26.5 kg/m², reflecting a broad upward shift across the population.

Children

OW/OB prevalence among children is also rising. In 2024, 19% of children in the Nordic Region had OW/OB, up from 16% in 2014. Iceland had the highest child OW/OB prevalence (26%), while Sweden (15%) and Norway (16%) had the lowest.

As with adults, OW/OB was more common among boys than girls in all countries. The education level of the household showed similar patterns: 24% of children from low/medium education households were OW/OB compared to 16% from high education households. Obesity rates were 7% vs. 2%, respectively.

Childhood obesity statistically significantly in Iceland: from 3% to 6%.

Mean BMI among children rose from 17.1 to 17.7 kg/m², indicating a general upward trend in body weight among younger age groups.

Interpretation

The results underscore a growing public health challenge in the Nordic Region. While all countries are affected with increasing OW/OB rates, Iceland and Finland appear to be experiencing the most rapid increases. The rises among children, especially in Denmark and Iceland, are particularly worrisome given the potential for early onset of risk factors for chronic diseases.

The persistence of strong educational gradients in OW/OB highlights underlying social inequalities in health behaviours, resulting in different dietary habits and physical activity, which remain hard to change. These disparities suggest that preventive measures may not be reaching—or not adequately engaging—lower socioeconomic groups.

Overall, the findings indicate that population-level shifts in diet, physical activity, and energy balance are driving a gradual increase in body weight across the Nordic Region.

The parallel rise in adult and child BMI suggests shared environmental and lifestyle determinants, including food environment, sedentary patterns, and family-level behaviours.

Comparison to other results

The increase in OW/OB and OB prevalence observed in NORMO aligns with WHO monitoring systems (WHO 2024, WHO 2025) data. According to NORMO, adult obesity increased in Sweden from 10% to 15%, in Finland from 14% to 24%, and in Iceland from 21% to 28% between 2014 and 2024. WHO data for nearly the same period (2014–2022) confirm the upward trend but show slightly lower levels: in Finland from 19.7% to 21.5%, in Iceland from 19.2% to 21.2%, and in Sweden from 14.7% to 15.3%. The direction of change is consistent, but WHO estimates are more conservative, likely due to differences in methodology and population coverage. Despite these differences, both NORMO and WHO datasets confirm that obesity is rising across the Nordic Region, with Finland and Iceland showing the most pronounced increases.

For children, NORMO data show a clear increase in Iceland only, whereas WHO data reveal broader regional increases. WHO surveillance for children aged 7–9 years (2018–2020 compared with 2022–2024) found obesity prevalence increased among both boys and girls in Finland (by 0.3 and 1.4 percentage points) and Sweden (by 1.8 and 1.6 percentage points), while Denmark showed a slight decrease. By 2022–2024, obesity had reached 6% of boys and 5% of girls in Denmark, 13% and 12% in Finland, and 15% and 11% in Sweden.

The discrepancy between NORMO and WHO findings may reflect differences in age groups, measurement periods, or definitions, as well as the fact that WHO data include sex-specific reporting. Nonetheless, all sources converge in showing that obesity is increasing among Nordic children, particularly in Finland, Sweden, and Iceland.

Strengths and limitations

A strength of the data collection in 2024 obesity and overweight results is the harmonized data collection across the five Nordic countries, enabling consistent regional comparisons and trend assessment.

However, differences in methodology between NORMO and other international datasets, such as WHO, complicate direct comparisons. Self-reported height and weight may also underestimate true obesity prevalence, particularly among adults.
Although data from 2014 and 2024 are comparable in design, variation in sampling or response patterns may influence trend interpretation. For children, the absence of sex-specific estimates across survey years in the current analysis limits comparability with WHO data.

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Smoking, Snuff, Nicotine Pouches, and E-Cigarettes

Background

The use of tobacco and nicotine products —including smoking, snuff, nicotine pouches and e-cigarettes—poses serious risks to both health and environmental sustainability. Smoking is a leading cause of premature death and is associated with lung cancer, cardiovascular disease, stroke and respiratory disorders (WHO, 2025). Smokeless nicotine products and e-cigarettes, though often perceived as less harmful, still deliver addictive nicotine and toxic chemicals. Youth and young adults are especially vulnerable to nicotine addiction (Vestbo et al., 2022; U.S. Department of Health and Human Services, 2016). Environmental consequences include microplastic pollution from cigarette butts and used pouches, deforestation from tobacco farming, and biodiversity loss (WHO, 2022).

Analytical Notes

This chapter presents data on daily smoking, snuff, nicotine pouch and e-cigarette use (both with and without nicotine) among adults in the Nordic countries, as well as total nicotine product use. Note that in 2014, no countries assessed e-cigarette use and Denmark did not assess snuff use. "Smoking" refers to tobacco smoking.

Unless otherwise noted, all differences between specific groups (country, age, gender, education level) noted in the text and tables are statistically significant ($p < 0.05$), while comparisons to the Nordic average are qualitative.

Exact p-values can be found in the **Appendix 5**. For each analysis, all available observations with non-missing values for the specific variable being analyzed and the relevant grouping variable(s) were included. For variable-specific sample sizes, see **Appendix 6**. Exact values used in the figures are available in **Appendix 7**.

Key findings

Status 2024

- In 2024, nearly one in four adults in the Nordic Region used nicotine products daily, including smoking, snuff or nicotine pouches, and e-cigarettes.
- Daily smoking affected about one in ten adults, while daily snuff or pouch use was 14 % in the Nordic Region.
- Daily smoking was lower in Sweden than in Denmark and Finland and lower in Iceland than in Denmark.
- Snuff and pouch use was higher in Iceland, Norway, and Sweden, than in Denmark and Finland.
- E-cigarette use was relatively low (≈3 %), highest in Iceland.

Trends 2014–2024

- Daily smoking declined markedly across the Nordic Region—from ≈16 % to 10 %—with decreases in all countries except Sweden, where rates were already low.
- Daily use of snuff or nicotine pouches increased in Finland, Iceland, and Sweden, reflecting a regional shift from smoked to smokeless products.
- Nicotine use remained relatively stable, as declines in smoking were offset by rising snuff and pouch use.

Demographic patterns

Gender:

- Men were more likely than women to use snuff or nicotine pouches daily.
- Smoking and e-cigarette use showed no gender differences.
- Overall, total nicotine use was higher among men.

Age:

- Daily smoking increased with age and was highest among adults 45–65-year-olds.
- Snuff and pouch use was highest among young adults (18–29 years) and lowest in the oldest group.
- E-cigarette use showed no consistent age pattern.

Education:

- Daily smoking followed an inverse social gradient, decreasing as the level of education increased.
- Snuff, pouch, and e-cigarette use were also more common among those with low or medium levels of education than among those in the high education group.
- Consequently, total nicotine use was lowest among adults with higher levels of education in all countries.

Results

Nordic Region

Status 2024

In 2024, the overall prevalence of nicotine use (including daily smoking, snuff or nicotine pouch use, and e-cigarette use) was 23.7% in the Nordic Region. The highest proportions were observed in Norway (27.7%), Iceland (27.0%), and Sweden (25.7%).

Approximately one in ten adults in the Nordic Region reported daily smoking. The proportion of daily smoking was lower in Sweden than in Denmark and Finland, and lower in Iceland than in Denmark.

In 2024, 13.6% of adults reported daily use of snuff or nicotine pouches. Usage was higher in Iceland, Norway and Sweden compared with Denmark and Finland.

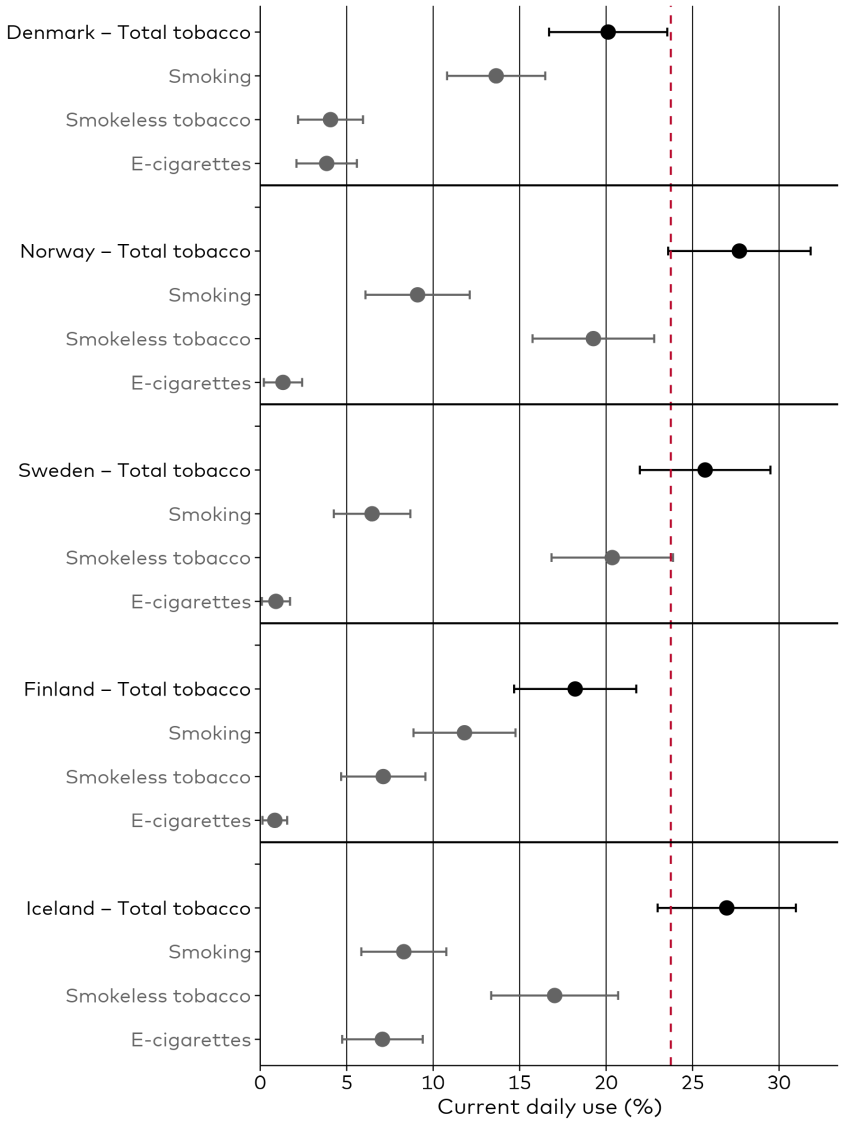
The daily use of e-cigarettes in 2024 was 2.8% across the region, with the highest prevalence in Iceland (7.1%), followed by Denmark (3.8%).

Trends 2014–2024

Between 2014 and 2024, the prevalence of daily tobacco smoking in the Nordic Region decreased significantly, from 15.6% to 9.9%. A similar downward trend was observed across all Nordic countries except Sweden, where smoking rates were already low.

Trend data for snuff and pouch use are incomplete, as Denmark did not collect these data in 2014, but statistically significant increases were observed in Finland, Iceland, and Sweden over the period.

Figure 16. Tobacco – Adults. Status of daily use of tobacco, smoking, smokeless nicotine containing products (snuff and nicotine pouches) and e-cigarettes use (mean proportion (95% CI)) among adults in the Nordic Region: 2024.



The dashed red line indicates the proportion of current daily users of any nicotine product (tobacco, smoking, smokeless nicotine containing products (snuff and nicotine pouches) and/or e-cigarettes) in the Nordic region.
Values to the left of the red line indicate lower proportion than the Nordic Average.
Each country contributes equally to the Nordic average.

Table 36a (Denmark). Tobacco – Adults – 2014-2024. Time trends of smoking and smokeless nicotine containing products use (mean proportion (95% CI)) among adults in Denmark: 2014-2024.

DENMARK: Survey year	2014	2024
N	2008	1004
Current daily smoking, smokeless nicotine products, or e-cigarettes (%)		20.1 (16.7; 23.5)
Current daily smoking (%)	21.4 (19.1; 23.7) *	13.6 (10.8; 16.5) *
Current daily use of smokeless nicotine-containing product (%)		4.1 (2.2; 5.9)
Current daily use of e-cigarettes (%)		3.8 (2.1; 5.6)
Current daily smoking or smokeless nicotine products (%)		17.4 (14.2; 20.6)

* indicates statistically significant difference ($p < 0.05$) between survey years within a country or region.
Grey cells indicate values not collected and/or not valid for comparison.
N refers to the number of participants in that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 36b (Norway). Tobacco – Adults – 2014-2024. Time trends of smoking and smokeless nicotine containing products use (mean proportion (95% CI)) among adults in Norway: 2014-2024.

NORWAY: Survey year	2014	2024
N	1057	1010
Current daily smoking, smokeless nicotine products, or e-cigarettes (%)	30.1 (25.0; 35.2)	27.7 (23.6; 31.8)
Current daily smoking (%)	14.2 (10.1; 18.3) *	9.1 (6.1; 12.1) *
Current daily use of smokeless nicotine-containing product (%)	16.9 (12.4; 21.5)	19.3 (15.8; 22.8)
Current daily use of e-cigarettes (%)		1.3 (0.2; 2.4)
Current daily smoking or smokeless nicotine products (%)	30.1 (25.0; 35.2)	27.3 (23.2; 31.4)

* indicates statistically significant difference ($p < 0.05$) between survey years within a country or region.
Grey cells indicate values not collected and/or not valid for comparison.
N refers to the number of participants in that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 36c (Sweden). Tobacco – Adults – 2014-2024. Time trends of smoking and smokeless nicotine containing products use (mean proportion (95% CI)) among adults in Sweden: 2014-2024.

SWEDEN: Survey year	2014	2024
N	1801	999
Current daily smoking, smokeless nicotine products, or e-cigarettes (%)	23.4 (20.5; 26.3)	25.7 (22.0; 29.5)
Current daily smoking (%)	9.5 (7.1; 11.9)	6.5 (4.3; 8.7)
Current daily use of smokeless nicotine-containing product (%)	14.8 (12.6; 17.0) *	20.4 (16.8; 23.9) *
Current daily use of e-cigarettes (%)		0.9 (0.1; 1.7)
Current daily smoking or smokeless nicotine products (%)	23.4 (20.5; 26.3)	25.3 (21.5; 29.1)

* indicates statistically significant difference ($p < 0.05$) between survey years within a country or region.
Grey cells indicate values not collected and/or not valid for comparison.
N refers to the number of participants in that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 36d (Finland). Tobacco – Adults – 2014-2024. Time trends of smoking and smokeless nicotine containing products use (mean proportion (95% CI)) among adults in Finland: 2014-2024.

FINLAND: Survey year	2014	2024
N	1717	1020
Current daily smoking, smokeless nicotine products, or e-cigarettes (%)	20.0 (17.7; 22.4)	18.2 (14.7; 21.7)
Current daily smoking (%)	17.8 (15.6; 20.0) *	11.8 (8.9; 14.8) *
Current daily use of smokeless nicotine-containing product (%)	2.1 (1.2; 3.1) *	7.1 (4.7; 9.5) *
Current daily use of e-cigarettes (%)		0.8 (0.1; 1.6)
Current daily smoking or smokeless nicotine products (%)	20.0 (17.7; 22.4)	17.9 (14.4; 21.4)

* indicates statistically significant difference ($p < 0.05$) between survey years within a country or region.
Grey cells indicate values not collected and/or not valid for comparison.
N refers to the number of participants in that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 36e (Iceland). Tobacco – Adults – 2014-2024. Time trends of smoking and smokeless nicotine containing products use (mean proportion (95% CI)) among adults in Iceland: 2014-2024.

ICELAND: Survey year	2014	2024
N	2012	1021
Current daily smoking, smokeless nicotine products, or e-cigarettes (%)	20.7 (18.3; 23.1) *	27.0 (23.0; 31.0) *
Current daily smoking (%)	15.2 (13.1; 17.3) *	8.3 (5.8; 10.8) *
Current daily use of smokeless nicotine-containing product (%)	5.7 (4.2; 7.3) *	17.0 (13.4; 20.7) *
Current daily use of e-cigarettes (%)		7.1 (4.7; 9.4)
Current daily smoking or smokeless nicotine products (%)	20.7 (18.3; 23.1)	23.4 (19.5; 27.4)

* indicates statistically significant difference ($p < 0.05$) between survey years within a country or region.
Grey cells indicate values not collected and/or not valid for comparison.
N refers to the number of participants in that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 36f (Nordic Region). Tobacco – Adults – 2014-2024. Time trends of smoking and smokeless nicotine containing products use (mean proportion (95% CI)) among adults in the Nordic Region: 2014-2024.

NORDIC REGION: Survey year	u	2024
N	8595	5054
Current daily smoking, smokeless nicotine products, or e-cigarettes (%)		23.7 (22.0; 25.4)
Current daily smoking (%)	15.6 (14.4; 16.8) *	9.9 (8.7; 11.1) *
Current daily use of smokeless nicotine-containing product (%)		13.6 (12.1; 15.0) *
Current daily use of e-cigarettes (%)		2.8 (2.1; 3.5)
Current daily smoking or smokeless nicotine products (%)		22.3 (20.6; 23.9)

* indicates statistically significant difference ($p < 0.05$) between survey years within a country or region.
Grey cells indicate values not collected and/or not valid for comparison.
N refers to the number of participants in that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.

Demographic Differences

Gender

In the Nordic Region, and within each of the five Nordic countries, the proportion of people smoking daily was similar between men and women in 2024.

However, daily use of snuff or nicotine pouches was considerably higher among men (19.8%) than among women (6.8%)—a consistent pattern observed across all countries. Daily use was nearly 2.5 times higher among men in Norway and Sweden, and almost three times higher in Iceland. In Denmark and Finland, about 1% of women reported daily use of these products.

There were no statistically significant gender differences in e-cigarette use.

When considering total nicotine use, the overall prevalence was higher among men than women across the Nordic Region and in each country.

Table 37a (Denmark). Tobacco – Adults – Gender. Status of smoking, smokeless nicotine containing products use and e-cigarettes use (proportion (95% CI)) among adults according to gender in Denmark: 2024.

DENMARK: Gender	Male	Female
N	482	522
Current daily smoking, smokeless nicotine products, or e-cigarettes (%)	24.9 (19.7; 30.1) *	15.3 (10.9; 19.7) *
Current daily smoking (%)	15.7 (11.3; 20.1)	11.6 (8.0; 15.1)
Current daily use of smokeless nicotine-containing product (%)	7.0 (3.8; 10.3) *	1.0 (-0.7; 2.8) *
Current daily use of e-cigarettes (%)	3.6 (1.6; 5.7)	4.0 (1.2; 6.9)
Current daily smoking or smokeless nicotine products (%)	22.3 (17.2; 27.3) *	12.5 (8.6; 16.3) *

* indicates statistically significant difference ($p < 0.05$) between survey years within a country or region. N refers to the number of participants in that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 37b (Norway). Tobacco – Adults – Gender. Status of smoking, smokeless nicotine containing products use and e-cigarettes use (proportion (95% CI)) among adults according to gender in Norway: 2024.

NORWAY: Gender	Male	Female
N	499	511
Current daily smoking, smokeless nicotine products, or e-cigarettes (%)	33.3 (27.4; 39.1) *	22.0 (16.2; 27.7) *
Current daily smoking (%)	7.2 (3.9; 10.5)	11.1 (6.1; 16.1)
Current daily use of smokeless nicotine-containing product (%)	27.4 (21.9; 33.0) *	10.9 (7.0; 14.7) *
Current daily use of e-cigarettes (%)	0.8 (0.1; 1.6)	1.8 (-0.3; 3.9)
Current daily smoking or smokeless nicotine products (%)	32.6 (26.7; 38.4) *	21.8 (16.0; 27.6) *

* indicates statistically significant difference (p < 0.05) between survey years within a country or region. N refers to the number of participants in that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 37c (Sweden). Tobacco – Adults – Gender. Status of smoking, smokeless nicotine containing products use and e-cigarettes use (proportion (95% CI)) among adults according to gender in Sweden: 2024.

SWEDEN: Gender	Male	Female
N	463	536
Current daily smoking, smokeless nicotine products, or e-cigarettes (%)	32.4 (26.5; 38.2) *	18.8 (14.2; 23.4) *
Current daily smoking (%)	4.8 (2.0; 7.6)	8.2 (4.8; 11.7)
Current daily use of smokeless nicotine-containing product (%)	28.1 (22.5; 33.7) *	12.3 (8.4; 16.2) *
Current daily use of e-cigarettes (%)	0.5 (-0.0; 1.0)	1.3 (-0.2; 2.9)
Current daily smoking or smokeless nicotine products (%)	31.9 (26.1; 37.7) *	18.4 (13.8; 22.9) *

* indicates statistically significant difference (p < 0.05) between survey years within a country or region. N refers to the number of participants in that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 37d (Finland). Tobacco – Adults – Gender. Status of smoking, smokeless nicotine containing products use and e-cigarettes use (proportion (95% CI)) among adults according to gender in Finland: 2024.

FINLAND: Gender	Male	Female
N	480	540
Current daily smoking, smokeless nicotine products, or e-cigarettes (%)	23.4 (18.0; 28.8) *	12.0 (7.8; 16.1) *
Current daily smoking (%)	12.8 (8.5; 17.0)	10.7 (6.6; 14.7)
Current daily use of smokeless nicotine-containing product (%)	12.0 (7.8; 16.3) *	1.2 (-0.1; 2.4) *
Current daily use of e-cigarettes (%)	0.6 (0.0; 1.3)	1.1 (-0.3; 2.5)
Current daily smoking or smokeless nicotine products (%)	23.3 (17.9; 28.7) *	11.5 (7.3; 15.6) *

* indicates statistically significant difference (p < 0.05) between survey years within a country or region. N refers to the number of participants in that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 37e (Iceland). Tobacco – Adults – Gender. Status of smoking, smokeless nicotine containing products use and e-cigarettes use (proportion (95% CI)) among adults according to gender in Iceland: 2024.

ICELAND: Gender	Male	Female
N	439	582
Current daily smoking, smokeless nicotine products, or e-cigarettes (%)	32.4 (26.5; 38.2) *	21.1 (15.9; 26.4) *
Current daily smoking (%)	7.9 (4.3; 11.5)	8.7 (5.4; 12.1)
Current daily use of smokeless nicotine-containing product (%)	24.9 (19.2; 30.6) *	8.5 (4.2; 12.7) *
Current daily use of e-cigarettes (%)	6.3 (3.3; 9.3)	7.9 (4.3; 11.5)
Current daily smoking or smokeless nicotine products (%)	29.2 (23.3; 35.0) *	17.2 (12.2; 22.3) *

* indicates statistically significant difference (p < 0.05) between survey years within a country or region. N refers to the number of participants in that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 37f (Nordic Region). Tobacco – Adults – Gender. Status of smoking, smokeless nicotine containing products use and e-cigarettes use (proportion (95% CI)) among adults according to gender in the Nordic Region: 2024.

NORDIC REGION: Gender	Male	Female
N	2363	2691
Current daily smoking, smokeless nicotine products, or e-cigarettes (%)	29.2 (26.6; 31.7) *	17.9 (15.7; 20.1) *
Current daily smoking (%)	9.7 (8.0; 11.4)	10.1 (8.3; 11.8)
Current daily use of smokeless nicotine-containing product (%)	19.8 (17.5; 22.1) *	6.8 (5.3; 8.3) *
Current daily use of e-cigarettes (%)	2.4 (1.6; 3.2)	3.2 (2.1; 4.4)
Current daily smoking or smokeless nicotine products (%)	27.8 (25.3; 30.3) *	16.3 (14.2; 18.5) *

* indicates statistically significant difference ($p < 0.05$) between survey years within a country or region. N refers to the number of participants in that survey year in that country or region. See **Appendix 6** for variable-specific sample sizes.

Age

In the Nordic Region, daily smoking increased with age, reaching 13.5% among adults 45–65-year-olds. A similar pattern was observed in Denmark, Finland, and Norway. In contrast, daily use of snuff or nicotine pouches decreased with age—most common among 18–29-year-olds (22.6%) and lowest among 45–65-year-olds (8%)—a trend consistent across all countries.

There were no statistically significant age-related differences in daily e-cigarette use in the Nordic Region or in any of the five Nordic countries.

When considering total nicotine use, no age differences were observed regionally, although in Iceland, total nicotine use decreased with age.

Table 38a (Denmark). Tobacco – Adults – Age. Status of smoking, smokeless nicotine containing products and e-cigarettes use (proportion (95% CI)) among adults according to age in Denmark: 2024.

DENMARK: Age	18-29	30-44	45+
N	115	248	641
Current daily smoking, smokeless nicotine products, or e-cigarettes (%)	22.9 (14.6; 31.3)	18.1 (12.3; 23.9)	19.9 (15.3; 24.4)
Current daily smoking (%)	5.5 (1.5; 9.5) [b]	13.5 (8.3; 18.8) [a]	18.3 (13.8; 22.9) [a]
Current daily use of smokeless nicotine-containing product (%)	12.4 (5.9; 18.9) [b]	2.5 (-0.1; 5.0) [a]	0.4 (-0.0; 0.9) [a]
Current daily use of e-cigarettes (%)	7.4 (1.8; 13.1)	2.5 (0.5; 4.6)	2.7 (1.0; 4.4)
Current daily smoking or smokeless nicotine products (%)	17.1 (9.9; 24.3)	16.0 (10.4; 21.7)	18.5 (14.0; 23.1)

Different letters (a, b, c) indicate statistically significant difference ($p < 0.05$) between age groups within a country or region after a statistically significant global test ($p < 0.05$).
No Letters (a, b, c) indicate no statistically significant difference ($p >= 0.05$) between age groups within a country or region and/or no statistically significant global test ($p >= 0.05$).
N refers to the number of participants with the age group in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 38b (Norway). Tobacco – Adults – Age. Status of smoking, smokeless nicotine containing products and e-cigarettes use (proportion (95% CI)) among adults according to age in Norway: 2024.

NORWAY: Age	18-29	30-44	45+
N	121	245	644
Current daily smoking, smokeless nicotine products, or e-cigarettes (%)	27.1 (17.7; 36.5)	26.6 (20.3; 32.9)	28.6 (22.4; 34.8)
Current daily smoking (%)	3.3 (0.1; 6.5) [b]	5.7 (2.6; 8.8) [b]	13.5 (8.1; 18.9) [a]
Current daily use of smokeless nicotine-containing product (%)	26.1 (16.8; 35.4) [a]	21.8 (15.9; 27.8) [a]	14.9 (10.2; 19.6) [a]
Current daily use of e-cigarettes (%)	-0.0 (-0.0; 0.0)	0.5 (-0.5; 1.4)	2.4 (0.2; 4.5)
Current daily smoking or smokeless nicotine products (%)	27.1 (17.7; 36.5)	26.1 (19.9; 32.3)	28.0 (21.8; 34.2)

Different letters (a, b, c) indicate statistically significant difference ($p < 0.05$) between age groups within a country or region after a statistically significant global test ($p < 0.05$).
No Letters (a, b, c) indicate no statistically significant difference ($p >= 0.05$) between age groups within a country or region and/or no statistically significant global test ($p >= 0.05$).
N refers to the number of participants with the age group in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 38c (Sweden). Tobacco – Adults – Age. Status of smoking, smokeless nicotine

containing products and e-cigarettes use (proportion (95% CI)) among adults according to age in Sweden: 2024.

SWEDEN: Age	18-29	30-44	45+
N	78	335	586
Current daily smoking, smokeless nicotine products, or e-cigarettes (%)	29.7 (18.8; 40.5)	27.1 (21.8; 32.4)	22.5 (17.5; 27.5)
Current daily smoking (%)	4.9 (-0.9; 10.6)	6.3 (3.0; 9.5)	7.5 (4.2; 10.7)
Current daily use of smokeless nicotine-containing product (%)	26.0 (15.7; 36.4) [a]	22.9 (17.8; 28.0) [a]	15.3 (11.0; 19.6) [a]
Current daily use of e-cigarettes (%)	-0.0 (-0.0; 0.0)	0.6 (-0.2; 1.5)	1.6 (-0.1; 3.4)
Current daily smoking or smokeless nicotine products (%)	29.7 (18.8; 40.5)	26.5 (21.2; 31.8)	22.0 (17.0; 27.0)

Different letters (a, b, c) indicate statistically significant difference ($p < 0.05$) between age groups within a country or region after a statistically significant global test ($p < 0.05$).
No Letters (a, b, c) indicate no statistically significant difference ($p >= 0.05$) between age groups within a country or region and/or no statistically significant global test ($p >= 0.05$).
N refers to the number of participants with the age group in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 38d (Finland). Tobacco – Adults – Age. Status of smoking, smokeless nicotine containing products and e-cigarettes use (proportion (95% CI)) among adults according to age in Finland: 2024.

FINLAND: Age	18-29	30-44	45+
N	71	248	701
Current daily smoking, smokeless nicotine products, or e-cigarettes (%)	12.5 (4.0; 21.1)	19.0 (14.0; 24.0)	20.5 (14.9; 26.2)
Current daily smoking (%)	2.5 (-0.9; 5.8) [b]	9.8 (6.0; 13.6) [c]	18.5 (12.9; 24.2) [a]
Current daily use of smokeless nicotine-containing product (%)	10.1 (2.0; 18.1) [ab]	9.7 (5.9; 13.5) [b]	3.3 (1.1; 5.5) [a]
Current daily use of e-cigarettes (%)	1.2 (-1.2; 3.6)	0.8 (-0.3; 2.0)	0.7 (0.1; 1.2)
Current daily smoking or smokeless nicotine products (%)	12.5 (4.0; 21.1)	18.5 (13.6; 23.5)	20.2 (14.6; 25.9)

Different letters (a, b, c) indicate statistically significant difference ($p < 0.05$) between age groups within a country or region after a statistically significant global test ($p < 0.05$).
No Letters (a, b, c) indicate no statistically significant difference ($p >= 0.05$) between age groups within a country or region and/or no statistically significant global test ($p >= 0.05$).
N refers to the number of participants with the age group in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 38e (Iceland). Tobacco – Adults – Age. Status of smoking, smokeless nicotine containing products and e-cigarettes use (proportion (95% CI)) among adults according to age in Iceland: 2024.

ICELAND: Age	18-29	30-44	45+
N	86	307	628
Current daily smoking, smokeless nicotine products, or e-cigarettes (%)	42.9 (32.1; 53.7) [b]	25.7 (20.1; 31.3) [c]	17.3 (13.1; 21.4) [a]
Current daily smoking (%)	7.8 (1.7; 13.9)	7.4 (3.6; 11.3)	9.4 (6.1; 12.7)
Current daily use of smokeless nicotine-containing product (%)	37.0 (26.3; 47.7) [b]	15.6 (11.0; 20.3) [c]	4.7 (2.5; 7.0) [a]
Current daily use of e-cigarettes (%)	10.0 (3.3; 16.7)	7.4 (4.0; 10.9)	4.8 (2.4; 7.1)
Current daily smoking or smokeless nicotine products (%)	40.6 (29.8; 51.4) [b]	21.4 (16.0; 26.7) [a]	13.6 (9.9; 17.4) [a]

Different letters (a, b, c) indicate statistically significant difference ($p < 0.05$) between age groups within a country or region after a statistically significant global test ($p < 0.05$).
No Letters (a, b, c) indicate no statistically significant difference ($p >= 0.05$) between age groups within a country or region and/or no statistically significant global test ($p >= 0.05$).
N refers to the number of participants with the age group in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 38f (Nordic Region). Tobacco – Adults – Age. Status of smoking, smokeless nicotine containing products and e-cigarettes use (proportion (95% CI)) among adults according to age in the Nordic Region: 2024.

NORDIC REGION: Age	18-29	30-44	45+
N	471	1383	3200
Current daily smoking, smokeless nicotine products, or e-cigarettes (%)	27.5 (23.0; 32.0)	23.3 (20.8; 25.8)	22.1 (19.7; 24.5)
Current daily smoking (%)	4.9 (2.8; 7.1) [b]	8.5 (6.8; 10.3) [c]	13.5 (11.4; 15.6) [a]
Current daily use of smokeless nicotine-containing product (%)	22.6 (18.3; 26.8) [b]	14.5 (12.4; 16.6) [c]	8.0 (6.4; 9.5) [a]
Current daily use of e-cigarettes (%)	4.1 (2.0; 6.1)	2.4 (1.5; 3.4)	2.4 (1.6; 3.2)
Current daily smoking or smokeless nicotine products (%)	25.8 (21.4; 30.2)	21.6 (19.2; 24.1)	20.8 (18.5; 23.2)

Different letters (a, b, c) indicate statistically significant difference ($p < 0.05$) between age groups within a country or region after a statistically significant global test ($p < 0.05$).
No Letters (a, b, c) indicate no statistically significant difference ($p >= 0.05$) between age groups within a country or region and/or no statistically significant global test ($p >= 0.05$).
N refers to the number of participants with the age group in that country or region. See **Appendix 6** for variable-specific sample sizes.

Education

Daily tobacco smoking was less common among adults with a high level of education, and this pattern was consistent across all Nordic countries.

The daily use of snuff or nicotine pouches was also lowest among adults with a high level of education in the Nordic Region, as well as in Sweden and Iceland.

For e-cigarettes, the lowest prevalence was found among adults with a high level of education in the Nordic Region. The same could not be observed in the five Nordic countries. In Denmark, daily e-cigarette use was slightly higher among those with a medium level of education than among those with a high level of education.

When considering total nicotine use, adults with a higher level of education generally reported lower use across all Nordic countries.

Table 39a (Denmark). Tobacco – Adults – Education. Status of smoking, smokeless nicotine containing products and e-cigarettes use (mean/proportion (95% CI)) among adults according to education in Denmark: 2024.

DENMARK: Education	Low	Medium	High
N	55	367	578
Current daily smoking, smokeless nicotine products, or e-cigarettes (%)	35.5 (22.8; 48.3) [b]	21.2 (16.6; 25.9) [b]	10.7 (7.8; 13.6) [a]
Current daily smoking (%)	26.6 (15.1; 38.0) [b]	13.5 (9.9; 17.2) [b]	7.5 (5.1; 9.8) [a]
Current daily use of smokeless nicotine-containing product (%)	6.6 (-0.6; 13.7)	4.5 (1.7; 7.3)	2.6 (0.8; 4.4)
Current daily use of e-cigarettes (%)	4.0 (-1.5; 9.6) [ab]	5.9 (3.1; 8.6) [b]	0.7 (0.0; 1.4) [a]
Current daily smoking or smokeless nicotine products (%)	33.1 (20.7; 45.6) [b]	17.3 (13.0; 21.6) [c]	10.1 (7.2; 12.9) [a]

Different letters (a, b, c) indicate statistically significant difference ($p < 0.05$) between education levels within a country or region after a statistically significant global test ($p < 0.05$).
No Letters (a, b, c) indicate no statistically significant difference ($p \geq 0.05$) between education levels within a country or region and/or no statistically significant global test ($p \geq 0.05$).
N refers to the number of participants with the education level in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 39b (Norway). Tobacco – Adults – Education. Status of smoking, smokeless nicotine containing products and e-cigarettes use (mean/proportion (95% CI)) among adults according to education in Norway: 2024.

NORWAY: Education	Low	Medium	High
N	31	338	637
Current daily smoking, smokeless nicotine products, or e-cigarettes (%)	41.8 (24.4; 59.3) [b]	28.1 (22.9; 33.2) [b]	19.8 (16.2; 23.4) [a]
Current daily smoking (%)	22.1 (7.5; 36.6) [b]	9.3 (6.0; 12.5) [b]	3.3 (1.9; 4.7) [a]
Current daily use of smokeless nicotine-containing product (%)	19.8 (5.6; 34.0)	20.0 (15.3; 24.7)	17.0 (13.5; 20.5)
Current daily use of e-cigarettes (%)	3.0 (-2.8; 8.9)	1.4 (0.2; 2.5)	0.7 (0.0; 1.4)
Current daily smoking or smokeless nicotine products (%)	41.8 (24.4; 59.3) [b]	26.9 (21.8; 32.0) [ab]	19.8 (16.2; 23.4) [a]

Different letters (a, b, c) indicate statistically significant difference ($p < 0.05$) between education levels within a country or region after a statistically significant global test ($p < 0.05$).
No Letters (a, b, c) indicate no statistically significant difference ($p \geq 0.05$) between education levels within a country or region and/or no statistically significant global test ($p \geq 0.05$).
N refers to the number of participants with the education level in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 39c (Sweden). Tobacco – Adults – Education. Status of smoking, smokeless nicotine containing products and e-cigarettes use (mean/proportion (95% CI)) among adults according to education in Sweden: 2024.

SWEDEN: Education	Low	Medium	High
N	32	377	585
Current daily smoking, smokeless nicotine products, or e-cigarettes (%)	45.7 (28.0; 63.3) [b]	29.3 (23.8; 34.8) [b]	17.6 (14.0; 21.2) [a]
Current daily smoking (%)	16.2 (3.0; 29.5) [a]	7.0 (4.4; 9.6) [a]	3.4 (1.6; 5.1) [a]
Current daily use of smokeless nicotine-containing product (%)	32.6 (15.9; 49.3) [ab]	23.6 (18.3; 29.0) [b]	14.5 (11.2; 17.8) [a]
Current daily use of e-cigarettes (%)	2.8 (-2.7; 8.3)	0.6 (-0.1; 1.4)	0.6 (0.1; 1.2)
Current daily smoking or smokeless nicotine products (%)	45.7 (28.0; 63.3) [b]	28.8 (23.4; 34.3) [b]	17.0 (13.5; 20.6) [a]

Different letters (a, b, c) indicate statistically significant difference ($p < 0.05$) between education levels within a country or region after a statistically significant global test ($p < 0.05$).
No Letters (a, b, c) indicate no statistically significant difference ($p >\geq 0.05$) between education levels within a country or region and/or no statistically significant global test ($p \geq 0.05$).
N refers to the number of participants with the education level in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 39d (Finland). Tobacco – Adults – Education. Status of smoking, smokeless nicotine containing products and e-cigarettes use (mean/proportion (95% CI)) among adults according to education in Finland: 2024.

FINLAND: Education	Low	Medium	High
N	34	434	550
Current daily smoking, smokeless nicotine products, or e-cigarettes (%)	32.2 (16.3; 48.1) [b]	20.6 (16.0; 25.2) [b]	10.4 (6.9; 13.9) [a]
Current daily smoking (%)	27.7 (12.9; 42.6) [b]	11.8 (8.6; 15.0) [b]	6.0 (3.3; 8.8) [a]
Current daily use of smokeless nicotine-containing product (%)	7.2 (-2.6; 17.0)	9.5 (5.8; 13.3)	4.4 (2.1; 6.7)
Current daily use of e-cigarettes (%)	0.0 (0.0; 0.0)	0.8 (-0.1; 1.6)	1.3 (-0.3; 2.8)
Current daily smoking or smokeless nicotine products (%)	32.2 (16.3; 48.1) [b]	20.1 (15.6; 24.7) [b]	10.3 (6.8; 13.8) [a]

Different letters (a, b, c) indicate statistically significant difference ($p < 0.05$) between education levels within a country or region after a statistically significant global test ($p < 0.05$).
No Letters (a, b, c) indicate no statistically significant difference ($p \geq 0.05$) between education levels within a country or region and/or no statistically significant global test ($p \geq 0.05$).
N refers to the number of participants with the education level in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 39e (Iceland). Tobacco – Adults – Education. Status of smoking, smokeless nicotine containing products and e-cigarettes use (mean/proportion (95% CI)) among adults according to education in Iceland: 2024.

ICELAND: Education	Low	Medium	High
N	118	313	585
Current daily smoking, smokeless nicotine products, or e-cigarettes (%)	42.3 (32.5; 52.1) [b]	27.1 (20.9; 33.2) [c]	14.7 (10.6; 18.8) [a]
Current daily smoking (%)	16.4 (9.3; 23.4) [b]	5.5 (2.8; 8.2) [a]	3.8 (1.5; 6.0) [a]
Current daily use of smokeless nicotine-containing product (%)	26.3 (16.8; 35.8) [b]	16.3 (10.7; 21.8) [ab]	10.3 (6.6; 14.0) [a]
Current daily use of e-cigarettes (%)	9.3 (3.5; 15.2)	7.3 (3.7; 10.8)	4.2 (1.8; 6.7)
Current daily smoking or smokeless nicotine products (%)	38.6 (28.8; 48.4) [b]	21.8 (15.9; 27.6) [c]	13.0 (9.0; 17.0) [a]

Different letters (a, b, c) indicate statistically significant difference ($p < 0.05$) between education levels within a country or region after a statistically significant global test ($p < 0.05$).
No Letters (a, b, c) indicate no statistically significant difference ($p \geq 0.05$) between education levels within a country or region and/or no statistically significant global test ($p \geq 0.05$).
N refers to the number of participants with the education level in that country or region. See **Appendix 6** for variable-specific sample sizes.

Table 39f (Nordic Region). Tobacco – Adults – Education. Status of smoking, smokeless nicotine containing products and e-cigarettes use (mean/proportion (95% CI)) among adults according to education in the Nordic Region: 2024.

NORDIC REGION: Education	Low	Medium	High
N	270	1829	2935
Current daily smoking, smokeless nicotine products, or e-cigarettes (%)	39.6 (33.3; 45.9) [b]	25.1 (22.8; 27.4) [c]	14.8 (13.2; 16.4) [a]
Current daily smoking (%)	21.4 (16.2; 26.6) [b]	9.5 (8.1; 10.9) [c]	4.7 (3.8; 5.7) [a]
Current daily use of smokeless nicotine-containing product (%)	18.8 (13.5; 24.0) [b]	14.6 (12.6; 16.7) [b]	10.0 (8.6; 11.3) [a]
Current daily use of e-cigarettes (%)	4.6 (2.1; 7.1) [b]	3.0 (2.1; 4.0) [b]	1.4 (0.8; 2.0) [a]
Current daily smoking or smokeless nicotine products (%)	38.0 (31.7; 44.3) [b]	22.9 (20.7; 25.2) [c]	14.2 (12.6; 15.8) [a]

Different letters (a, b, c) indicate statistically significant difference ($p < 0.05$) between education levels within a country or region after a statistically significant global test ($p < 0.05$).
No Letters (a, b, c) indicate no statistically significant difference ($p \geq 0.05$) between education levels within a country or region and/or no statistically significant global test ($p \geq 0.05$).
N refers to the number of participants with the education level in that country or region. See **Appendix 6** for variable-specific sample sizes.

Discussion

Summary of results

The results show a continued decline in daily tobacco smoking across the Nordic Region between 2014 and 2024, with the overall proportion falling from 15.6% to 9.9%.

At the same time, alternative nicotine use—especially snuff and nicotine pouches—has increased, with a Nordic average of 13.6% people with daily use in 2024. The emergence and growing availability of nicotine pouches may explain much of this increase.

The use of e-cigarettes remains relatively low overall (2.8%), but varies substantially by country, with Iceland showing higher rates (7.1%).

When all nicotine products are considered together, nearly one in four adults (23.7%) in the Nordic Region reported daily use in 2024, indicating that overall nicotine exposure remains high despite reductions in smoking.

Gender patterns reveal that men are more likely than women to use snuff or nicotine pouches, while smoking and e-cigarette use appear more evenly distributed between genders.

Age patterns show that older adults are more likely to smoke, whereas younger adults are more inclined to use snuff or nicotine pouches.

An inverse social gradient persists: individuals with higher education consistently report lower daily smoking and nicotine use, reinforcing the established link between education and health behaviours.

Interpretation

The findings indicate a major shift in nicotine consumption patterns in the Nordic Region over the past decade.

While traditional smoking is declining, smokeless products are increasing. This substitution toward smokeless products, such as snuff and nicotine pouches, may reduce exposure to combustion-related toxins but still maintains nicotine dependence at a population level.

The growing popularity of these products among younger adults and men raises new public health concerns. While these products may have played a role in reducing smoking prevalence, their increasing use among individuals who might not otherwise have smoked suggests a broadening base of people using nicotine.

Comparison to other results

National data from the Nordic countries show that trends in smoking and smokeless tobacco use are broadly consistent with NORMO findings (Sundhedsstyrelsen, 2022; Finnish Institute for Health and Welfare, 2024; Directorate of Health, 2025; Statistics Norway, 2025; Folkhälsomyndigheten, 2024). However, the figures from the data collection of NORMO in 2024 are slightly higher than most national data, except in Denmark, where they are similar.

For e-cigarette use, national data for Norway and Sweden align closely with NORMO, while NORMO figures for Denmark and Iceland are somewhat higher.

Some of these discrepancies may be explained by differences in age group definitions across surveys, as national monitoring systems often use slightly younger or broader population ranges than NORMO.

Overall, both NORMO and national datasets show a decline in smoking and an increase in smokeless nicotine product use, confirming a consistent regional trend toward product substitution rather than complete cessation.

Strengths and limitations

A key strength of the questionnaire used in 2024 regarding nicotine use portion is its comprehensive and harmonized monitoring of multiple nicotine products across all Nordic countries, enabling a clear picture of the evolving landscape of nicotine use.

However, methodological differences—such as variation in age ranges or survey questions between NORMO and national data—limit direct comparability.

Additionally, the rapidly changing nicotine market (e.g., new pouch brands and e-cigarette formulations) makes it difficult to fully capture the scope and diversity of use within a single data collection cycle.

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Overview of results by subgroup and country

Overall Findings

Across the Nordic Region, 2024 data show mixed progress. Diet quality declined since 2014, with reduced consumption of fruits, vegetables, and whole grains and increased intake of discretionary foods and drinks. In 2024, consumption of fruits, vegetables, pulses, whole grains, and fish is low and discretionary items are high, particulary beverages, while meat intake is relatively high. Physical activity levels remain below recommendations for many adults and children, and sedentary behaviour is high. Overweight and obesity are widespread. Alcohol consumption remains stable overall but varies between countries. Smoking declined, while use of snuff and nicotine pouches increased, maintaining stable nicotine exposure. Differences by gender, age, and education persist across domains.

Adults

Gender

Women reported higher intake of fruits and vegetables than men, and lower consumption of of meat, whole-grain bread, and sugary beverages. Women consumed more discretionary foods such as chocolate and sweets. Physical inactivity was similar across genders, but men reported slightly higher alcohol intake and greater use of snuff and nicotine pouches. Smoking was more common among women in some countries, but the differences were not statistically significant.

Age Group (18–29, 30–44, 45–65 years)

Adults aged 18–29 years reported the least favourable dietary patterns, with higher intake of meat, energy drinks, and discretionary beverages and lower intake of fish and whole-grain bread. Adults aged 30–44 years had the highest intake of fruits and vegetables, while those aged 45–65 years reported higher consumption of whole-grain bread and fish and lower intake of meat and discretionary drinks. Physical activity tended to increase slightly with age, though overweight and obesity were most prevalent among those aged 45–65 years. Younger adults showed higher rates of alcohol use and nicotine pouch

consumption, while daily smoking was more common among older adults.

Education (Low, Medium, High)

Adults with higher education had healthier dietary patterns than those with medium or low education, reporting higher intake of fruits, vegetables, pulses, and fish and lower intake of meat and sugary drinks. Those with higher education also showed lower prevalence of overweight and obesity and lower rates of daily smoking and nicotine use. Adults with low education reported less physical activity and higher intake of discretionary foods and drinks. Educational inequalities were consistent across all countries.

Children

Gender

No statistically significant gender differences were observed for most food groups among children. Physical activity and screen time did not differ meaningfully by gender. Prevalence of overweight and obesity was similar among boys and girls.

Parental Education (Low/Medium, High)

Children of parents with high education reported healthier dietary patterns, including higher intake of fruits, vegetables, and pulses and lower intake of discretionary drinks. Children of parents with lower education reported higher consumption of discretionary drinks and also of light or sugar-free beverages. Overweight and obesity were more prevalent among children of parents with lower education.

Denmark

Denmark shows both progress and challenges. Whole-grain bread intake remains relatively high, but fruit and vegetable intake has fallen since 2014. Meat and discretionary food and drink consumption are among the highest in the region, while dairy intake is relatively low. Alcohol consumption frequency and volume are the highest in the Nordic Region, and binge drinking is widespread. Danish adults are among the least inactive. Children have low physical activity levels and the steepest rise in overweight and obesity since 2014. Daily smoking is high. Use of nicotine pouches and e-cigarette is higher among younger adults. Education gaps are pronounced across all behaviours, suggesting persistent social disparities in health.

Norway

Norway continues to perform relatively well on several indicators. Diets include higher intakes of whole-grain bread and fish and lower intakes of meat and discretionary foods. However, discretionary drink consumption and dairy intake remain high. Alcohol use is moderate, and binge drinking has declined since 2014. Physical inactivity among adults is close to the regional average, but social inequalities are strong—those with lower education levels are far less active and more sedentary. Overweight and obesity have increased modestly, and daily nicotine pouch use among men is among the highest in the Nordic Region.

Sweden

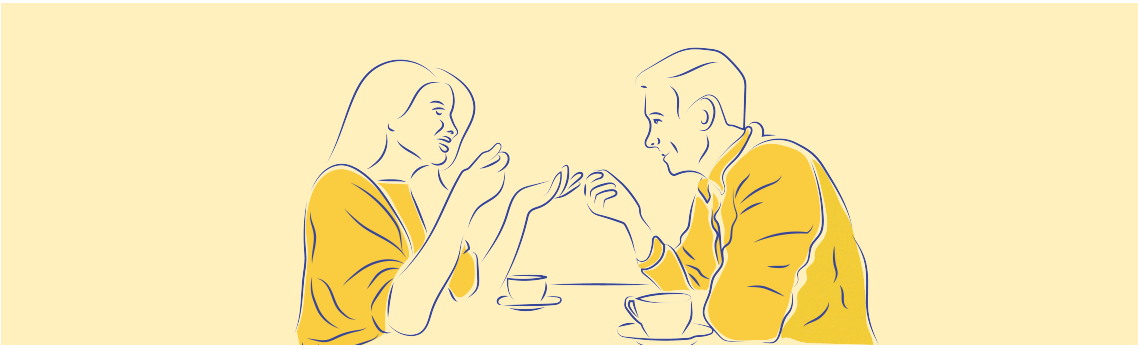
Sweden shows both progress and challenges, with low intakes of meat and discretionary foods and drinks, and relatively moderate alcohol use. However, whole-grain bread and fish intake are below the Nordic average, and fruit and vegetable intake has declined. Adult overweight and obesity remain lower than in other countries, but both are increasing. Smoking prevalence is low, yet snuff use is common, especially among men, and overall nicotine exposure remains substantial. Physical inactivity and sedentary time are moderate compared with neighbouring countries, but educational inequalities persist, and younger adults show higher screen time and energy drink use.

Finland

Finland performs well on several dietary indicators, higher intake of fruits, vegetables, and whole-grain bread, and lower discretionary consumption than most Nordic peers. However, dairy and meat intake remain high, and fish intake is below the Nordic average. Alcohol use has declined over the decade, driven by reduced frequency of drinking, yet binge drinking and obesity have both increased. Physical activity levels are stable and relatively high, but inactivity remains common among children. Socioeconomic differences in diet and body weight are pronounced, and overweight and obesity have risen sharply since 2014, particularly among adults.

Iceland

Iceland shows contrasting positive and negative results. Among adults, fish consumption remains higher than the Nordic average, but fruit, vegetable, and whole-grain intake are low, and discretionary food and drink intake is among the highest, especially energy drinks consumption. Icelandic adults and children have the highest prevalence of overweight and obesity, and mean BMI continues to rise. While physical inactivity is somewhat lower than in other Nordic countries, screen time and e-cigarette use are the highest in the region. Daily smoking has declined, but snuff and nicotine pouch use has increased sharply and is particularly high among young men. Alcohol consumption frequency is the lowest in the region.



Conclusion

The Nordic Monitoring System comprises data collected in 2011, 2014 and 2024. Results from 2024 are presented in the report and compared to 2014 where relevant.

The overall picture shows that the behavior in the Nordic region has not become healthier and more sustainable. The diet in the Nordic region has become less aligned with the Nordic Nutrition Recommendations 2023 (NNR2023). Contrary to 2014, fruits and vegetables have declined or been stable in the Nordic countries, and whole-grain bread have declined among both adults and children, and discretionary drinks have increased, while discretionary foods have increased in children but broadly unchanged in adults. Meat intake is relatively high, while intake of pulses is low, and fish consumption is generally low. Results in 2014 indicated one favorable development in dietary intake among adults and children in terms of a reduction in the intake of added sugar. Results in 2024 indicate that this has not been the case in 2014 to 2024.

Alcohol consumption remains a widespread behavior, typically 1–2 times per week, as in 2014, while adults reporting binge drinking at least once in the past month remains high, but has declined to nearly 40% compared to 45% in 2014, due to modest decline in Norway and Sweden.

Physical inactivity and sedentary time are still high in adults and children in the Nordic region. About one in four to one in three adults were physically inactive (= not meeting the recommendations) across the Nordic countries and adults spent around 3.5–4 hours per day on recreational screen use; approximately one in four reported high screen time (> 4 h/day). Physical inactivity (= not meeting the recommendations) affected roughly about half of the children. Children spent between 2.75 and 3.5 hours per day on recreational screen time, and 12–16 % exceeded four hours daily. The proportion of adults and children not meeting the physical activity recommendations ranged from 24 to 29% and 35 to 59%, respectively, in the individual countries. Active commuting (walking or cycling for transportation) varied substantially, among both adults and children from about 2 to 5 hours per week. In addition, adults and children across all Nordic countries reported spending an average of 5 to 5.6 and 6.6 to 9.6 hours per week on moderate-to-vigorous physical activity (MVPA) during leisure time. Finnish adults showed stable activity levels from 2014 to 2024 and in children an increase in moderate-to-vigorous physical activity (MVPA) was observed. In the other Nordic countries, changes from 2014 to 2024 were uncertain due to varying data collection seasons.

The prevalence of OW/OB and OB among adults was high in the Nordic region. OW/OB continued to rise steadily among both adults (from 49 to 56%) and children (from 16 to 19%). In 2024, over half of adults in the Nordic Region had OW/OB, and one in five had OB. Today, it is more common to have overweight or obesity as an adult than being normal weight. In 2024, nearly one in five children had OW/OB, and about 4 % had OB.

Though smoking continues to decline (from ≈16 % to 10 %), the use of snuff and nicotine pouches (14%) now surpasses smoking in prevalence. E-cigarette use was relatively low (≈3 %).

Results show gender differences in health behavior and weight status in the Nordic region: men had less favorable diets, higher sedentary behavior and prevalence of physical inactivity, greater use of snuff or nicotine pouches daily, higher alcohol intake and more were OW/OB than women – as observed in 2014, but there were no gender differences in OB anymore, and smoking and e-cigarette use showed no gender differences. However, whole grain intake was higher among men than women.

There were no gender differences in dietary consumption among children. There was a general trend of boys spending more time on moderate to vigorous physical activity than girls, and girls having higher rates of inactivity. Boys also had a significantly higher prevalence of high screen time than girls in some countries. As with adults, OW/OB was more common among boys than girls in all countries, and OB prevalence alone did not differ by gender.

Social inequality was observed in dietary intake. Adults and children of parents with higher levels of education reported higher intake of total fruits & vegetables and pulses compared to those having lower levels of education. Among adults the same was found for fish. Adults and children of parents with low or medium levels of education also reported higher intake of discretionary drinks than those with parents in the high-education group, and in children the same trend was observed for light or sugar-free beverages. Conversely, adults with higher levels of education reported lower intake of total meat compared with those with medium levels of education, and lower intake of veal, beef, and lamb than both the low- and medium-education groups. Only small and few (minimal) differences in alcohol consumption across education levels were seen.

Social inequality was also seen in the prevalence of OW/OB. The average BMI was significantly higher in the low education group compared to the higher education group. Among adults with low education, around two out of three were classified as OW/OB, compared to approximately one out of two among those with high education. The prevalence of OB was about one out of three for individuals with low education, while only about one out of eight was affected among high educated. Among children, the Nordic average showed a significant difference as well, with 24.4% from low/medium education households having OW/OB, compared to 15.7% from high education households, and OB was 7.2% versus 2.1%, indicating a consistent and significant disparity.

Total nicotine use, and daily smoking, and snuff, pouch, and e-cigarette use followed an inverse social gradient; use was lowest among adults with higher levels of education.

The development and status in health behavior and weight status is of concern. There is still a need for improvements in all the Nordic countries in all areas. Each of the five Nordic countries is challenged with specific unfavorable development and status in health

behavior and/or weight among adults and/or children compared to the other Nordic countries, as described in the summary above.

The strength of the Nordic Monitoring System is the high comparability between survey years, age groups, educational levels and countries. Other national surveys cannot provide such comparability.

Implications

The findings suggest that diet quality in the Nordic Region is moving in an unfavorable direction, with lower consumption of plant-based foods and higher consumption of discretionary foods and drinks compared with 2014. Increasing the intake of fruits, vegetables, pulses, whole grains, and fish - and decreasing meat would improve alignment with NNR2023 recommendations and contribute positively to both health and environmental goals. Policy-level factors such as pricing and taxation could play a crucial role in promoting healthy and sustainable changes in food choices across the Nordic region. Also, restricting advertising for unhealthy food to children could be essential for promoting healthy eating habits, in line with WHO recommendations.

The observed differences between national dietary patterns indicate that cultural preferences continue to shape consumption trends. Moreover, the disparities observed in dietary patterns related to educational status highlight the need to promote and enhance equitable access to healthy foods. Future monitoring should continue to harmonize dietary assessment methods and ensure comparability over time, ideally future studies should support linking frequency data with gram-based estimates to support more precise evaluation of adherence to dietary guidelines.

Binge drinking remains a key public health challenge, particularly in Denmark, among men, and among young adults (18–29 years). Given the consistent gender and age disparities, targeted prevention initiatives may be relevant for these groups. Policy-level factors—such as pricing, taxation, and retail regulation—continue to appear influential, underscoring the importance of alcohol policies in the Nordic Region.

A substantial proportion of both adults and children in the Nordic Region fail to meet the WHO physical activity recommendations. The results on physical activity suggest that the WHO Global Action Plan targets are unlikely to be met in the Nordic Region without intensified efforts. Nordic countries still have substantial work to do in creating more active societies, environments, people, and systems. Policies supporting active transport, equitable access to recreation, and reductions in screen-based sedentary time—especially among children—should be prioritized. Monitoring systems should seek to combine self-reported and objective measures in future rounds to enhance accuracy and comparability over time. Although implementing this would be beneficial, it is not feasible within NORMO due to financial limitations.

The overweight and obesity results underscore that a major public health challenge remains in the Nordic Region. While all countries are affected, the increases in Iceland and Finland in obesity and overweight or obesity are particularly notable, and the rise in overweight or obesity among children—especially in Denmark and Iceland—is of special concern because of its long-term health implications and the potential for early onset of

obesity-related conditions. The continued association with education highlights persistent social differences in weight status among both adults and children. Differences between data sources, such as NORMO and WHO, emphasize the importance of continued monitoring and comparable measurement methods to track changes in overweight and obesity over time.

Finally, the results also underscore the need for targeted public health strategies that consider both traditional and emerging nicotine products. Efforts must address not only smoking cessation but also the growing popularity of alternative nicotine products among younger populations and those with lower levels of education.

Since behavior in the Nordic region has become less healthy and sustainable, policy-level factors such as pricing and taxation could play a crucial role in promoting more healthy and sustainable changes in behaviour across the Nordic region.

Sammenfatning

Det nordiske monitoreringssystem er en undersøgelse af kost, alkohol, fysisk aktivitet, overvægt og brug af tobaks- og nikotinprodukter blandt voksne 18-65 år og børn 7-12 år i Danmark, Finland, Island, Norge og Sverige. Nærværende rapport beskriver den tredje dataindsamling i det nordiske monitoreringssystem gennemført i 2024 og præsenterer status og udvikling fra 2014 til 2024. Undersøgelsen har anvendt samme spørgeskema i telefoninterviews suppleret med online spørgeskemaer. Deltagerne i undersøgelsen blev udtrukket gennem nationale populationsregistre og svarprocenterne i undersøgelsen var lave (19 % voksne, 20 % børn). Data blev vægtet for alder, køn og uddannelse. Deltagelsen var lavere, især blandt mænd, yngre og kortuddannede. Kvinder og højtuddannede deltog oftere. For børn afhang deltagelsen af forældrene. Vægtning blev brugt til at korrigere skævheder.

Resultaterne viser, at kostkvaliteten er faldet siden 2014, med lavere indtag af plantebaserede fødevarer og højere forbrug af nydelsesmidler. Forbruget af frugt, grønt, fuldkorn og fisk er stadig under anbefalingerne. Sundere og mere bæredygtig kost er mest udbredt blandt højtuddannede.

Alkoholforbruget er stabilt, men varierer mellem landene. Danmark har højest forbrug, mens Island og Finland har lavest. Mænd og unge drikker mest. Forskellene afspejler nationale alkoholpolitikker.

25–33 % af voksne og ca. 50 % af børn er ikke tilstrækkeligt fysisk aktive. Skærmtiden i fritiden er høj for både børn og voksne. Inaktivitet er mest udbredt blandt kort uddannede. Samlet set lever en betydelig andel af både voksne og børn i Norden ikke op til WHO's anbefalinger for fysisk aktivitet.

Over halvdelen af voksne og næsten 20 % af børn har overvægt eller svær overvægt. Forekomsten er steget siden 2014, især i Island og Finland. Kortuddannede har højere vægtstatus. Selvrapporterede data undervurderer sandsynligvis problemet.

Daglig rygning er faldet fra 16 % til 10 %, men brugen af snus og nikotinposer er steget. Ca. 25 % bruger dagligt et nikotinprodukt. E-cigaretbrug er lavt, men varierer. Røgfri produkter er mest udbredt blandt unge og mænd. Lavere uddannelse hænger sammen med højere nikotinforbrug.

Adfærden inden for kost, fysisk aktivitet, brug af alkohol og nikotinprodukter i Norden er blevet mindre sund og bæredygtig, ligesom forekomsten af overvægt er steget. Derfor kan politiske faktorer såsom prisfastsættelse og beskatning spille en afgørende rolle i at fremme sundere og mere bæredygtige ændringer i adfærden i hele Norden.

Authorship and Acknowledgements

All the chapters in this report were written by members of the Nordic Monitoring Working Group on Diet, Physical Activity and Obesity, with designated lead authors and reviewers for each thematic area. All authors contributed to the interpretation of results, reviewed the full report, and approved the final version.

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Overall Working Group
All members of the Nordic Monitoring Working Group on Diet, Physical Activity and Obesity contributed to the design of the study, interpretation of findings, and review of the report. Their collective expertise ensured harmonised Nordic data, consistent methodology, and shared interpretation across countries.

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Appendix

Background Documentation

- Appendix 1. NORMO English Master Questionnaire – December 2023 – Adults (English)
- Appendix 2. NORMO English Master Questionnaire – December 2023 – Children (English)
- Appendix 3. Summary of Revisions – NORMO 2014 to 2024
- Appendix 4. DST Documentation – Population Weighting

Supplementary Statistics

- Appendix 5. Exact p-values from statistical comparisons (Excel Workbook)
- Appendix 6. Data tables for figures (Excel Workbook)
- Appendix 7. Variable-specific sample sizes (Excel Workbook)

About this publication

NORMO 2025 – Nordic Monitoring 2014–2024

Status and development of diet, physical activity, use of nicotine products, alcohol and overweight

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