Norwegian Ministry
of Children and Families

Consumer Agenda 2030





We make choices as consumers every day. These choices matter, both to us as individuals and to society. **Consumer Agenda 2030** sets out the direction and key priorities for the Government's consumer policy in the years ahead. The aim is to make life as a consumer better for every one of us, and for society as a whole.

2030

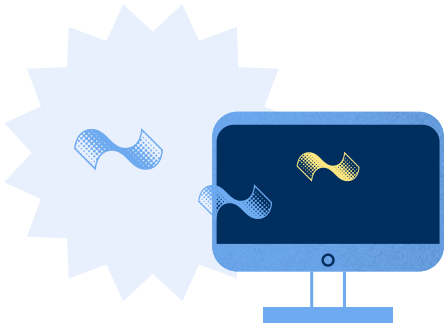
Consumer conditions are changing rapidly

In the past, being a consumer was simpler. We shopped in physical stores, paid in cash and dealt directly with the seller. Markets were easier to navigate, and it was easier to understand our rights and how to exercise them.

In the markets, it used to be clearer who was responsible. The actors were mostly national, making it easier for both consumers and the authorities to deal with them.

Today, consumers' everyday lives have changed radically as a result of digitalisation and globalisation. Yet much of consumer policy is still based on the assumption that informed and active consumers will make good choices if they are provided with clear information.

> Life as a consumer is now digital and global, and consumer policy needs to be updated to address the new challenges facing consumers and society.
>
> Lene Vågslid, *Minister of Children and Families*



More choice also brings challenges:

Consumers become more vulnerable

Digitalisation brings technological innovations that benefit us as consumers, but it also creates major challenges, such as cybercrime, fraud and the risk of digital exclusion.

Algorithms and artificial intelligence shape how we find information and make choices as consumers. We are flooded with information, and we are vulnerable to targeted advertising, manipulative digital services and influencer marketing.

Marketing based on personal data can provide us with more relevant information, but it can also increase our vulnerability. We can more easily lose control and may be manipulated or deceived. This is of particular concern when it comes to children.

Global platforms and technology challenge consumer protection

Rapid developments make it difficult to regulate marketing. Personalised and digital advertising, particularly across borders, make it difficult to detect illegal marketing practices and enforce the rules. It is also challenging to hold major international players accountable.

Markets are largely dominated by international platforms, making it unclear where the responsibilities for consumer protection lie.

Irresponsible e-commerce and credit put consumers under pressure

Increased online shopping gives us more choice, but imports of cheap goods from abroad also bring a risk of products that are harmful, of poor quality or produced with low ethical standards. Poor-quality products also have consequences for the environment and climate.

New forms of credit, such as ‘buy now, pay later’, are integrated into the purchasing process. This makes it easy to shop online, but it can also contribute to irresponsibly high consumption and an increased risk of falling into digital debt traps.

Consumers and society towards 2030

Private consumption accounts for approximately half of mainland Norway's gross domestic product. This gives consumers significant influence over how society develops, but also leaves them vulnerable if competition does not function as it should. Healthy competition in the market benefits both society and consumers. This also means that consumers, through their choices, influence developments in the business sector, as well as society's use of resources. Consumer policy must therefore take into account key developments towards 2030:

Greener and more socially responsible consumption

Current consumption is not compatible with planetary critical loads. Climate change, loss of nature, pollution and the need to make better use of energy and other resources are increasingly affecting which goods and services can be produced and offered. Greenwashing and unclear consequences of choices make it difficult for consumers to take sustainability into account. In order to enable sustainable choices, it is not enough to only provide better information to consumers. It is also necessary to facilitate sustainable consumption, for example by setting requirements for products to be durable and repairable.

A more turbulent world

As consumers, we are part of a global market. Geopolitical instability, tensions in trade and international politics influence the framework for consumer policy. Consumers are directly affected, for example by increased uncertainty in the markets when shortages of goods occur or supply chains are disrupted. Even in a more unpredictable world, strong consumer protection must be maintained.

International cooperation

The competitiveness of Norwegian and European businesses is becoming an increasingly important consideration. The EU is a key partner in the development of consumer policy. Strong consumer protection and predictable regulatory frameworks for businesses are crucial for maintaining trust in the market. This can also help facilitate well-functioning competition, leading to improved conditions for both consumers and businesses. Regulatory cooperation within the EU/EEA is often necessary. This requires active Norwegian participation in the development of European legislation and international cooperation on consumer policy.

A new direction for consumer policy to keep pace with developments

1. From information to protection
Consumer protection by design and structural measures are becoming more important than extensive information requirements. Consumers cannot be expected to understand, assess and resist increasingly sophisticated marketing and technology on their own.

2. From reaction to prevention
Effective dispute resolution is important. At the same time, legislation must be clear and enforced effectively to prevent disputes and ensure trust in the market.

3. From seller responsibility to platform and structural responsibility
Responsibility can no longer rest solely with the individual seller, but must also extend to digital platforms, intermediaries and market structures.

4. From the individual to society
Consumer policy must be based more on how consumption affects the environment, the economy and society, while still safeguarding consumer rights.

Priorities towards 2030

The Government's Plan for Norway describes how the Government's policies will ensure people's security and opportunities. In **Consumer Agenda 2030**, we set out the direction for a consumer policy that will underpin these objectives. The priorities below are relevant to the implementation of several priorities set out in the Government's Plan for Norway.





A safe everyday life for consumers

We must give consumers more control and protect children better.

A safe digital childhood and a better balance in children's screen use require structural measures and clear regulation. At the same time, all consumers are vulnerable when faced with increasingly advanced technology. It is therefore necessary to set clear boundaries, and protection by design must be required.

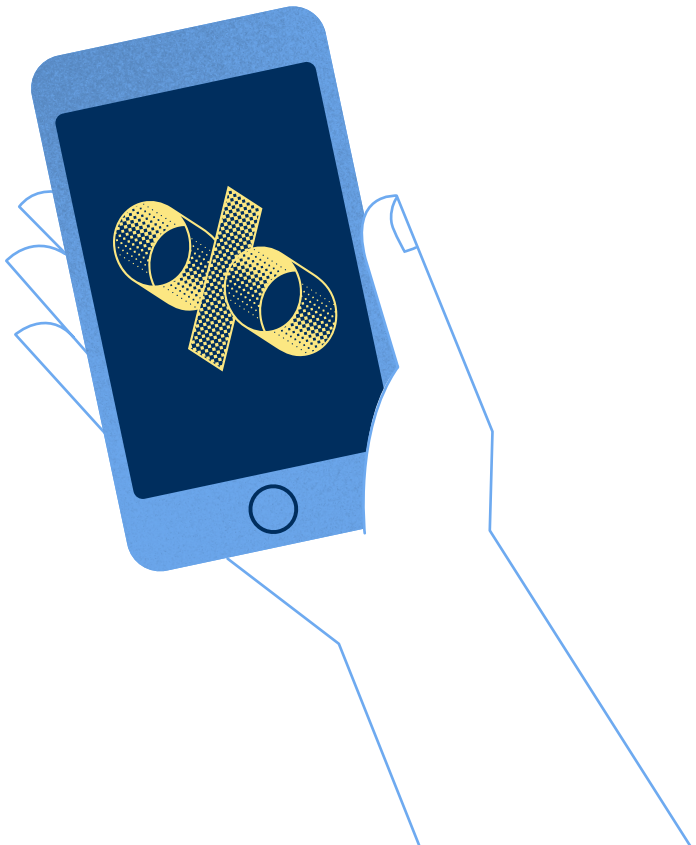
Consumers have different needs and preferences, including those based on age, digital skills, language and personal finances. We must protect consumers in vulnerable situations and strengthen protection in the credit market to counteract digital debt traps.

Consumers must be able to trust that their consumer conditions are safe. The misuse of personal data, online fraud and cybercrime must be prevented. Marketing claims regarding health and safety must be accurate. Goods purchased online must be safe and comply with applicable requirements and standards.

Consumers should also be able to expect good customer service. If problems cannot be resolved directly, they must have access to guidance and effective mechanisms for complaint handling and dispute resolution.

Three examples:

- A new act setting an age limit for social media use and a study on regulating gambling-like mechanics in video games are intended to strengthen protection online.
- Efforts to combat online fraud have been increased through closer coordination and cooperation.
- Implementing the Market Surveillance Regulation in Norwegian law will strengthen market surveillance of goods and facilitate better cooperation among market surveillance authorities in the EEA.



A sustainable and resilient society

Sustainable consumption choices must be easy to make and contribute to the strengthening of society's resilience.

Consumers should find it easy to consider how their consumption choices affect the climate, energy, the environment and sustainability. We must also create better conditions for consumption patterns that reduce the ecological footprint of consumption. As Norway moves towards low emissions, it needs policies that make it easier and safer to choose sustainable consumption.

Measures that provide easy access to information and enhance consumers' knowledge, together with clear requirements for manufacturers and marketing, will make it easier to choose sustainable options. Manufacturers should pay for their emissions so that these emissions are reflected in the prices consumers face. It is also important to ensure that goods from abroad meet requirements and standards that protect both consumers and the environment.

To enable consumers to contribute to the circular economy, it is important that it becomes easier to choose sustainable products, repair and reuse, and to reduce food waste. At the same time, clear requirements must be set for manufacturers regarding the sustainability of their products. A transition to more efficient use of energy and resources will strengthen society's resilience and help ensure that markets continue to function even during crises.

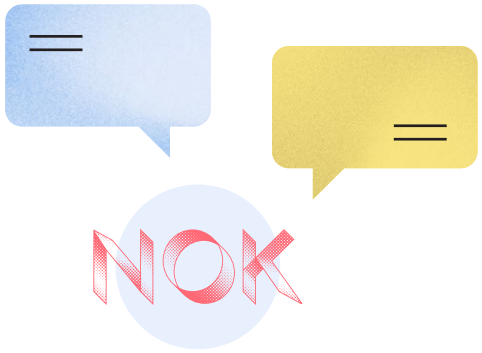


Three examples:

- The societal mission for a circular economy is intended to generate new initiatives and collaboration that will lead to a significant increase in reuse and repair.

- New rules will empower consumers in the green transition, with strict requirements for labelling schemes and a ban on unsubstantiated environmental claims.

- New legislation and updated ecodesign rules will provide consumers with more relevant and easily accessible information about the sustainability characteristics of products.



Well-functioning markets and strengthened competitiveness

Markets must be safe and fair for consumers.

Consumer policy should contribute to well-functioning competition and strengthen the competitiveness of Norwegian businesses. Consumer policy underpins competition policy and vice versa.

When consumers can make good choices and choose between several providers, the pressure to deliver higher quality products at lower prices increases. This promotes consumer interests and competition, which in turn contributes to innovation and the efficient use of resources. Consumers must therefore be able to navigate the market easily and choose traders that comply with regulation.

We want clear and targeted regulation to be used when necessary to protect consumers, the environment and society. At the same time, regulation must not go further than necessary. It is an objective to reduce unnecessary costs and barriers to entry for businesses and to facilitate competition for Norwegian and European businesses, so that consumers can make good choices and have their needs and preferences met to a greater extent.

In some markets, there is a need for quality-assured public information, comparison services and targeted labelling and information requirements to strengthen consumers' position. In other cases, more effective and targeted regulation is needed to restore the balance of power, particularly in global digital markets. In this context, the responsibility of platforms and intermediaries must be clarified.

Enforcement authorities must be able to stop breaches of the rules effectively, including in complex digital markets and across borders. We will cooperate internationally, particularly within the EEA, to ensure effective cross-border consumer protection, a level playing field and sanctions when needed.

Three examples:

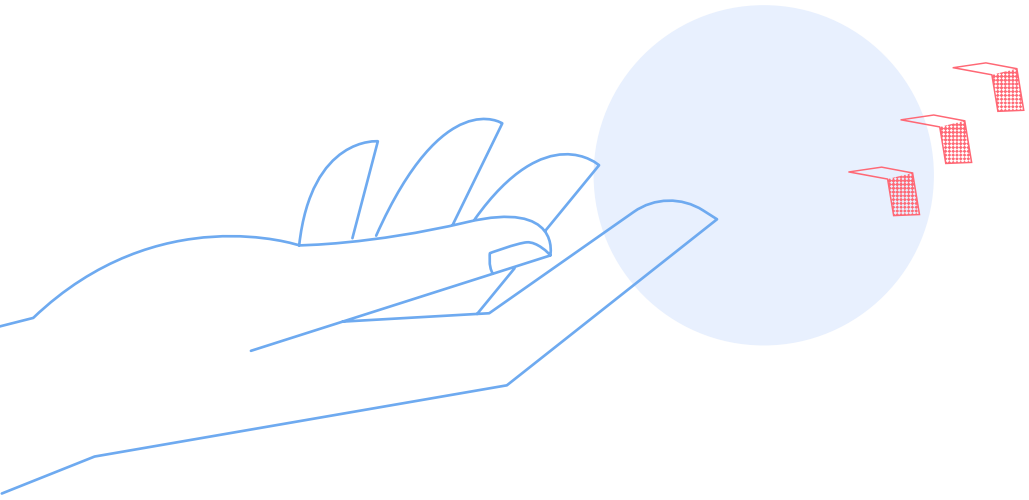
- Improved competition in the grocery sector and good price information will help improve conditions for consumers.
- Implementing the EU's Digital Services Act (DSA), Digital Markets Act (DMA) and AI Act in Norwegian law will provide greater digital safety and make it possible to hold platforms accountable.
- The Norwegian Consumer Authority will develop and use digital monitoring tools to take more effective action against illegal advertising that children are exposed to in digital media.



The way forward to 2030

The Minister of Children and Families has the overall responsibility for consumer policy. At the same time, policy areas and policy measures affecting consumers are spread across several ministries and serve purposes beyond consumer protection alone. Consumer Agenda 2030 is based on the principle that consumer interests should be recognised and taken into account across sectors and professional fields.

Consumer Agenda 2030 sets out the overall direction and goals for this work and forms the basis for the Government's priorities and measures across ministries. In this agenda, we highlight some specific examples of relevant issues. These are not intended to be an exhaustive list of measures, but rather an illustration of the new direction of consumer policy. In the period up to 2030, we will implement and launch new, specific consumer-related initiatives to ensure that we continue to address the challenges consumers face. Measures will be assessed in the usual manner, in line with the Instructions for Official Studies and Reports and within the available budget conditions.



Published by:
Norwegian Ministry of Children and Families

Additional copies may be ordered from:
Norwegian Government Security and Service Organisation
publikasjoner.dep.no
Telephone: +47 22 24 00 00
Publications are also available on:
www.government.no
Publication number: Q-1266 E

Design: TIBE Oslo
Print: Norwegian Government Security and Service Organisation
11/2026 – Impression 100

SVANEMERKET
Trykksak
2041 0446