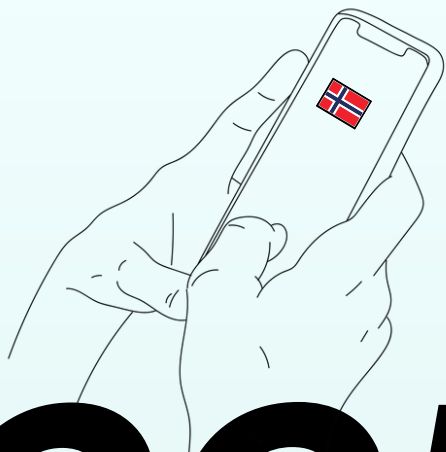




***CONTENT GUIDE*^{TO}**

MARKETING IN NORWAY

Plan local campaigns that make sense

This guide gives you an overview of cultural moments, seasonal peaks and local events that shape how people shop in your target markets.

It is designed to help you:

- Identify relevant dates to build campaigns around
- Understand when and how local competitors are likely to engage
- Align your tone, timing and content with what customers actually expect

The calendar is developed by our native e-commerce specialists – based on real insight from the markets we work in every day. You will also find short, practical tips throughout the guide to help you plan and adapt your campaigns.

Whether you are launching in a new market or strengthening your local presence, this guide is built to support clear, timely planning – with local expectations in mind.

What we can do for your success

MakesYouLocal has supported over 1,000 webshops with their international expansion. Our native specialists adapt webshops to local expectations, translate product and site content in 21 languages, and manage daily operations – from customer service to social media monitoring.

We help make your business feel local from day one – so it can perform in every market you enter.

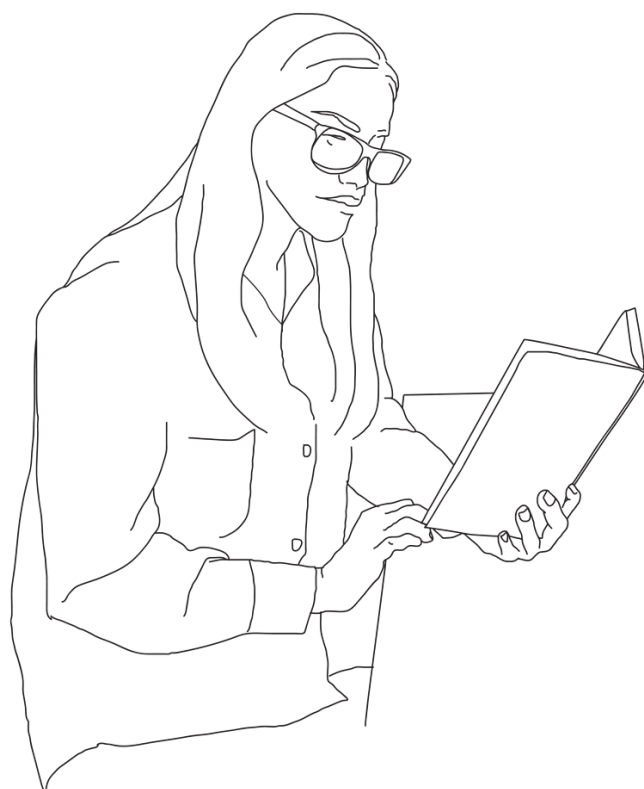
Below, you find inspiring cases of brands who took their business abroad:

[SEE CASES](#)



Getting localisation right from day one

Expanding into a new country is not just about translating your site or launching ads. Each market – small or large – has its own habits, expectations, and ways of shopping. Success comes from adapting properly, not just scaling broadly.



Speak the language or stay invisible

Even in countries where many understand English, shoppers still prefer to browse and buy in their own language. Translate your webshop, product texts, and support materials properly. A native tone builds trust – especially for first-time buyers.

Local habits are not easily changed

Shoppers expect what they are used to. If your site does not offer familiar delivery or payment methods – like parcel lockers in Lithuania, Klarna in the Nordics, or home delivery in the UK – customers are likely to abandon the cart. Review how local competitors structure their checkout and mirror what works.

Start with the strongest segment

You do not need to launch everywhere at once. Look at your data: where are you already seeing traffic or interest? Use that to decide where to focus. If you are entering Denmark, Copenhagen is often the most effective place to start – with high online activity and early adopter behaviour. In Germany, regions like Hamburg or Düsseldorf offer a strong e-commerce presence and openness to new brands. Segment and test before scaling.

You are not alone – stand out fast

In any market, your USP has to be visible early. If your product fills a gap, show it. If your service is faster, simpler or more transparent than what local customers are used to, make that clear from the first interaction – especially on landing pages and product detail pages.

Define your audience carefully

Whether you are targeting eco-conscious families in Tallinn or urban professionals in Hamburg, clarity helps. Broad targeting rarely pays off. Use local insights and your own analytics to shape campaign content that speaks to a specific group.

Trust is built locally – and early

Shoppers want to see that others in their market trust you. Reviews from other countries carry less weight than feedback from people nearby. From the start, have a strategy in place to collect local reviews – through follow-up emails, post-purchase incentives or local review platforms like Trustpilot or Google. Even a few genuine local testimonials can help overcome the hesitation that often comes with ordering from a new brand.

Use the right mix of channels

Not every platform performs the same in every country. Instagram might work well in the UK, while YouTube or Facebook performs better in Germany. Align your content, tone and visuals with local preferences – and test before committing budget.

Consistency matters – but localisation matters more

Use the same brand values across markets, but adapt tone, offers and expectations. A reliable return policy in Germany, humour in Finland, or a campaign in local colours can all signal that you understand your audience.

Want to check if your webshop meets local expectations?

Our native e-commerce managers can help review your site and highlight where it feels off to local customers – from delivery options to tone of voice. See how the process works at [MakesYouLocal](https://www.makesyoulocal.com).



What you should know about Norway

MARKET SIZE

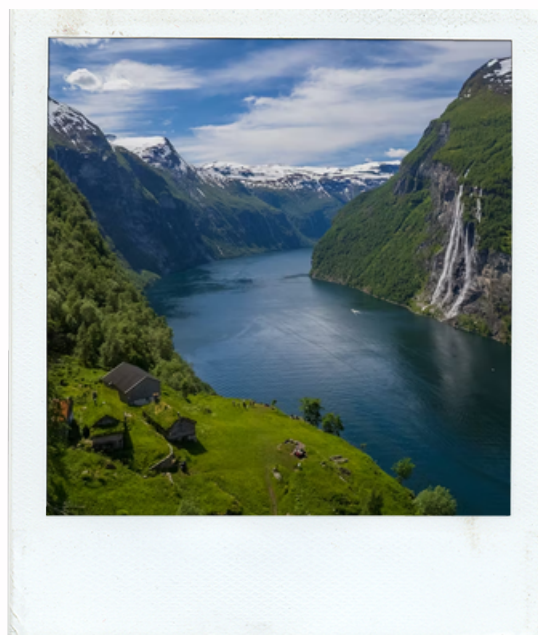
11.7 billion EUR
total value of the online market

OFFICIAL LANGUAGES

Norwegian

PAY DAY

The 12th of the month is the most common payday.



DO YOU KNOW THESE SUCCESSFUL NORWEGIAN BRANDS?

Equinor, Helly Hansen, Jotun, Elkjøp, Kahoot!, Wilfa

Top
3

PRODUCT CATEGORIES



Fashion & Shoes



Beauty Products



Health & Pharmacy Products

SOCIAL MEDIA CHANNELS



4.6 million users



3.58 million users



2.6 millioner users

ANNUAL HIGHLIGHTS



Christmas



May 17th



New Year's Eve

DOWNLOAD MARKET FACT SHEETS
FOR EVEN MORE MARKET FACTS

[GET ALL MARKET FACTS](#)



Amalie Borgund Kristiansen
E-commerce Specialist at MakesYouLocal

Specialist's Content Marketing tips

WHAT WORKS WELL

- Practical tips: Share everyday advice or “how-to” content that adds value.
- Sustainability & quality: Highlight eco-friendly, durable, or locally made solutions.
- Honest tone: Keep messaging clear, authentic, and straightforward.
- Local & seasonal relevance: Connect content to Norwegian traditions, seasons, and lifestyle.
- Authentic stories: Use real experiences, reviews, or user-generated content to build trust.

WHAT TO AVOID

- Overcomplicated content: Avoid cluttered layouts, long texts, or confusing navigation – clarity is key.
- Overhyping or unrealistic promises: Exaggerated claims or flashy marketing can reduce trust.
- Generic stock visuals: Use authentic images and stories instead of overly staged or impersonal visuals.

CAMPAIGN ANGLE IDEAS

- A “chilly fjord, cozy indoors” winter campaign centred around cabin life, warm interiors, and practical tips.
- A summer campaign highlighting coastal getaways, outdoor meals, and relaxed, nature-inspired living.
- A “back to everyday” autumn feature, focusing on simple routines, warm beverages, and authentic, relatable moments.

CULTURAL REMINDERS

- Norwegians value honesty, practicality, and reliability – keep messages clear and promises realistic.
- Subtle humor and understated storytelling work better than overly dramatic or emotional appeals.
- Seasonal and local context matters – align content with Norwegian holidays, traditions, or lifestyle habits.

January

The Start of Ski Season

January officially marks the beginning of the winter season in Norway. Cross-country trails fill up, and alpine tourism thrives. Norwegians even have a saying: "Out on skis, always happy."

M	T	W	T	F	S	S
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

IMPORTANT DATES

1st New Year's Day Første nyttårsdag	<i>#nyttår #nyttårsforsett #psyiskhelse</i>
4th World Braille Day Den internasjonale braille-dagen	<i>#norgesblindeforbund #punktskrift #louisbraille</i>
21st Princess Ingrid Alexandra's Birthday Kronprinsesse Ingrid Alexandras fødselsdag	<i>#ingridalexandra #kongehuset #bursdag</i>
21st Sun Day Soldagen	<i>#soldagen #nytnaturen #ilovenorway</i>
24th International Day of Education Den internasjonale dagen for utdanning	<i>#internasjonaldagforutdanning #utdanning #utdanningsforbundet</i>
26th International Day of Clean Energy Den internasjonale dagen for ren energi	<i>#renenergi #fornybarenergi #bærekraftig</i>

Polar Night and the Return of the Sun

In Northern Norway the sun returns after several weeks of polar night. This is especially celebrated in Tromsø and Svalbard with "Soldagen" – a highlight after the long darkness.

Ice Bathing

Many Norwegians take a plunge into icy fjords or lakes in the middle of winter. It has become a trend for both health and well-being – and January is peak season for the toughest.



February

Week long holiday

Known as "skiing vacation" or "vinterferie", February is the peak time for snow sports. Families take trips to the mountains for skiing and snowboarding, and many schools organize a ski day for the kids during this season.

M	T	W	T	F	S	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

IMPORTANT DATES

1st "Get Out Day" Kom deg ut-dagen	#KomDegUtDagen #Friluftsliv #UtPåTur
6th Sami National Day Sameenes nasjonaldag	#samefolketsdag #samenesnasjonaldag #sámiálbmotbeaivi
8th Mother's day Morsdag	#morsdag #mamma #morsdagsgave
11th International Day of Women and Girls in Science Den internasjonale dagen for kvinner og jenter i vitenskap	#sosialrettferdighet #likestilling #likhet
14th Valentines day Valentinsdagen	#valentinsdag #kjærlighet #valentinesday
20th World Day of Social Justice Verdens dag for sosial rettferdighet	#vitenskap #kvinnerivitenskap #likestilling
21st King Harald V's Birthday Kong Harald Vs fødselsdag	#kongehuset #kongharald #bursdag

"Get Out Day"

The Norwegian Trekking Association arranges a nationwide outdoor day. People all over the country head into nature – skiing, hiking, or enjoying the mountains.

Sami National Day

A key cultural celebration in Norway, especially in the northern regions. The Sami flag is raised, traditional clothing (gákti) is worn, and festivities include joik singing, reindeer racing, and cultural events across the country.



Northern Lights Peak Season

In Northern Norway, February is one of the best months to see the northern lights. Tourists from around the world travel here to witness the magical display in the sky.

March

M	T	W	T	F	S	S
23	24	25	26	27	28	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Return of the Birds

Migratory birds start arriving in southern Norway in March. Birdwatchers celebrate this quirky "spring parade" as geese, swans, and starlings return after months abroad.

IMPORTANT DATES

1st Zero Discrimination Day Den internasjonale dagen mot all diskriminering	<i>#antirasisme #likestilling #internasjonaldagmotdiskriminering</i>
3rd World Wildlife Day Verdensdagen for ville dyr og planter	<i>#verdensdagenforvilleddyrogplanter #rødlista #utno</i>
8th International Women's Day Den internasjonale kvinnedagen	<i>#likestilling #8mars #kvinnedagen</i>
15th Fastelavn a.k.a. Carnival Fastelavn a.k.a. Karneval	<i>#fastelavn #karneval #fastelavnsboller</i>
18th Global Recycling Day Verdens resirkuleringsdag	<i>#resirkulering #gjenvinning #miljø</i>
21st International Day of Forests Internasjonal dag for skog	<i>#internasjonaldagforskog #skogensdag #norskskog</i>
25th Waffle Day Vaffeldagen	<i>#vaffeldagen #denstorevaffeldagen #oppskrift</i>
28th Earth Hour Earth Hour	<i>#earthhour #earthhour2026 #earthhournorway</i>
29th Palm Sunday Palmesøndag	<i>#palmesøndag #påske2026 #påskefeiring</i>
30th International Day of Zero Waste Internasjonal dag for null avfall	<i>#nullavfall #miljøvennlig #bærekraftig</i>
31st International Trans Day of Visibility Den internasjonale transsynlighetsdagen	<i>#transsynlighetsdagen #skeivverden #duerikkealene</i>

Carnival & Fastelavn

Norwegians decorate with birch branches and enjoy fastelavnsboller – sweet buns filled with whipped cream and jam.

Spring Equinox

In March, Norway celebrates the return of longer days as daylight and night are equally long. It's a symbolic turning point after the dark winter months.



April

Tulip & Flower Season

April marks the start of spring in Norway. Early flowers like crocuses and tulips bloom in the south, while snow may linger in the north.

M	T	W	T	F	S	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

IMPORTANT DATES

1st April Fool's Aprilsnarr	#aprilsnarr #aprilspek #1april
2nd Maundy Thursday Skjærtorsdag	#skjærtorsdag #påske2025 #påskefeiring
3rd Good Friday Langfredag	#langfredag #påske2025 #påskefeiring
4th Holy Saturday (Easter Eve) Påskeaften	#påske #påskeaften #påkestemning
5th Easter Sunday Første påskedag	#førstepåskedag #påske2025 #påskefeiring
6th Easter Monday Andre påskedag	#andrepåskedag #påske2025 #påskefeiring
7th World Health Day Verdens helsedag	#verdeshelsedag #helse #mentalhelse
22nd Earth Day Jordens dag	#jordensdag #earthdaynorway #earthday
24th World Day for Laboratory Animals Forseksdyrenes dag	#dyrevern #dyrevelferd #forseksdyr
24th Fashion Revolution Day Fashion Revolution Day	#bærekraftigmote #slowfashion #FashionRevolutionNorway

April Fool's Day

Norwegians love a good prank on April Fool's Day. From fake news stories to playful office jokes, this day is full of laughter.

Easter Preparations

Norwegians enjoy Easter break in the mountains or at cabins, combining skiing with chocolate eggs, Kvikk Lunsj snacks, and the quirky "påsekrim" tradition of reading crime novels.



May

Barbecue Season

May evenings are perfect for grilling outside. Norwegians take their first barbecues seriously – often in public parks or on cabin terraces.

M	T	W	T	F	S	S
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

IMPORTANT DATES

1st Labor Day / May Day Arbeidernes Dag	<i>#arbeidernesdag #sosialrettferdighet #likhet</i>
8th Liberation and Veterans Day Frigjørings- og veterandagen	<i>#frigjøringsdagen #veterandagen #mittnorge</i>
15th International Day of Families Den internasjonale familiedagen	<i>#familiedag #familie #deninternasjonalefamiliedag</i>
16th Bike-to-Work Day Bike-to-work	<i>#væraaktiv #aktivlivsstil #fysiskvelvære</i>
17th Constitution Day Grunnlovsdagen	<i>#grunnlovsdagen #17mai #hurra</i>
22nd International Day for Biological Diversity Den internasjonale dagen for biologisk mangfold	<i>#biologiskmangfold #miljøvern #økologiskjordbruk</i>
24th Whit Sunday Første Pinsedag	<i>#pinse #pinsehelg #hytteliv</i>
25th Whit Monday Andre pinsedag	<i>#andrepinsedag #hytta #helg</i>

Local's tip

The first Norwegian strawberries appear in May and strawberry season starts. Many enjoy them with cream – the classic “jordbær med fløte”, a favorite spring treat.

Constitution Day

This is the biggest national celebration! Norwegians dress in “bunad” – traditional costumes, children parade with flags, and cities are filled with music, ice cream, and joyful festivities.



June

Summer break

Typically starts in early June and lasts for 2 months. Students of all grades are off and high school graduates celebrate finishing their studies with a formal party hosted at family homes.

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

IMPORTANT DATES

1st World Reef Day Korallrevenes dag	<i>#korallrevensdag #korallrev #havforskningsinstituttet</i>
3rd World Bicycle Day Verdens sykkel dag	<i>#verdenssykkeldag #helse #bærekraftighet</i>
5th World Environment Day Verdens miljødag	<i>#miljødagen #verdensmiljødag #bærekraftig</i>
8th World Oceans Day Den internasjonale verdenshavdagen	<i>#verdenshavdagen #dugnadforhavet #havforskningsinstituttet</i>
20th Summer Solstice Sommersolverv	<i>#sommertid #sommersolverv #lyseretider</i>
23rd Midsummer Sankthans (Midtsommer)	<i>#sankthans #sankthansaften #midtsommer</i>
TBA 🇳🇴 Pride Parade	<i>#oslopride #oslove #ingenerfriferalleerfri</i>

Local's tip

Midsummer is one of Norway's most beloved summer traditions! People light large bonfires, sing songs, and gather by the sea or lakes.

Music & Street Festivals

Many towns kick off music and cultural festivals in June. Outdoor concerts, quirky performances, and pop-up events fill the streets.



July

Sailing & Boating season

July is peak boating season. Many families rent or take their boats out on lakes and along the coast for day trips, picnics, and swimming.

M	T	W	T	F	S	S
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

IMPORTANT DATES

3rd Plastic Bag Free Day Plastposefri dag	<i>#plastposefriday #plasticbagfreeday #plasticbagfreeday2024</i>
4th The birthday of Queen Sonja Hennes Majestet Dronning Sonjas fødselsdag	<i>#dronningsonja #queenonja #queenonjaofnorway</i>
11th World Population Day Verdens befolkningsdag	<i>#verdensbefolkningsdag #worldpopulationday #worldpopulationday2026</i>
20th The birthday of Crown Prince Haakon Magnus Fødselsdagen til Kronprins Haakon Magnus	<i>#prinshaakon #prinshaakonmagnus</i>
22nd day to remember the victims of Utøya terror attacks in 2011 En minnedag for ofre etter terrorangrepene på Utøya	<i>#22juli2011 #22juliutøya</i>
28th World Nature Conservation Day Verdens naturverndag	<i>#verdensnaturverndag #worldnatureconservationday #worldnatureconservationday2025</i>
29th Olsok (St. Olaf's Day) Olsok (Olav den Helliges dag)	<i>#olavdenhellige #olsok #olsokdagenepåstiklestad</i>

Local's tip

In northern Norway, the sun doesn't set in July. In the south, long evenings allow for camping, stargazing, and late-night summer fun.

Local's tip

St. Olaf, Norway's king who became a saint in 1030. Many towns, especially in Trøndelag, hold festivals, church services, and historical events to celebrate Norwegian heritage.



Peak of Festival Season

From jazz and rock to EDM and folk, towns across the country host music, arts, and cultural festivals, bringing locals and tourists together for summer fun.

August

Back-to-School Season

Schools kick off in mid to late August! Kids pack their trusty “matpakke” sandwiches in lunch boxes and grab rain jackets and boots – because in Norway, school adventures happen be it rain or sunshine.

M	T	W	T	F	S	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

IMPORTANT DATES

9th International Day of the World's Indigenous Peoples Internasjonal dag for urfolk	#internasjonaldagforurfolk #worldsindigenouspeopleday #worldindigenouspeople
12th International Youth Day Internasjonale ungdomsdag	#internasjonalungdomsdag #internationalyouthday
19th The Birthday of Crown Princess Mette-Marit Hennes Kongelige Høyhet Kronprinsesse Mette-Marits fødselsdag	#internasjonaldagforurfolk #worldsindigenouspeopleday #worldindigenouspeople
19th World Humanitarian Day Verdens humanitære dag	#verdenshumanitæredag #worldhumanitarianday #worldhumanitarianday2024

Tourism Wind-Down

August marks the tail end of the tourist season; popular attractions are still busy but start to quiet down by late August.

Apple & Late Berries

Late summer is apple season in Norway, and some berries like late raspberries and cloudberries are still ready to pick. Families often visit farms for self-picking experiences.



September

Autumn Begins

Leaves start changing colors, and forests turn gold and red. Perfect for scenic walks, hikes, and photography.

M	T	W	T	F	S	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

IMPORTANT DATES

10th World Suicide Prevention Day Verdensdagen for selvmordsforebygging	#verdensdagenforselvmordsforebygging #verdensdagenforselvorsforebygging ❤️
15th International Day of Democracy Internasjonal dag for demokrati	#internasjonaldagfordemokrati
20th World Cleanup Day (note: changes annually) Verdens ryddedag	#verdensryddedag #worldcleanupday #worldcleanupday2025
22nd Princess Martha Louise's birthday Prinsesse Martha Louises fødselsdag	#prinsessemarthaloiose #prinsessemarthaloioseavnorge
23rd Autumn Equinox Høstjevndøgn	#høstjevndøgn #autumnequinox #autumnequinoxbalance
24th Lamb and Cabbage Festival Day Fårikålens festdag	#fårikålensfestdag #fårikål #fårikålensdag
29th International Day of Awareness of Food Loss and Waste Verdensdagen for matbevissthet om matavfall	#internationaldayofawarenessoffoodloss andwaste

Local's tip

Held in late September, this day celebrates Fårikål, Norway's national dish of lamb and cabbage. Families mark it with cozy meals, and brands can tap into it with food promotions, recipes, or seasonal campaigns tied to tradition and autumn comfort.

Local's tip

When the weather turns, new TV series and shows often start in September, and people spend more time indoors watching content. Other popular activities include reading, knitting and crafting.



October

Autumn Cooking & Baking

Homes are filled with aromas of pumpkin soup, apple pies, root vegetable stews, and cinnamon buns – perfect comfort food for chilly evenings.

M	T	W	T	F	S	S
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

IMPORTANT DATES

1st International Day of Older Persons Den internasjonale dagen for eldre personer	<i>#theinternationaldayforolderpersons</i> <i>#eldredagen #eldresrettigheter</i>
2nd World Farm Animals Day Verdensdagen for gårdstyr	<i>#worldfarmanimalsday</i> <i>#worldfarmanimalsday</i> 🍷🐷🐷🐷 <i>#WorldDayForFarmedAnimals</i> 🐷
4th World Animal Day Verdens dyredag	<i>#verdensdyredag #worldanimalday</i> <i>#dyrevelferd</i>
7th Potato day Potetdagen	<i>#potetdagen #diggpotet #potetfest</i>
10th World Mental Health Day Verdensdagen for psykisk helse	<i>#verdensdagenforpsykiskhelse</i> <i>#verdensdagenforpsykiskhelse</i> ❤️ <i>#alleharenpsykiskhelse</i>
24th United Nations Day FN-dagen	<i>#fndagen #unitednationsday</i> <i>#UnitedNations</i>
24th International Day of Climate action Den internasjonale dagen for klimatiltak	<i>#internationaldayofclimateaction</i> <i>#ClimateAction #ClimateActionDay</i>
25th End of Daylight Saving Time Vintertid	<i>#vintertid #vintertid</i> ❄️ <i>#stillklokka</i>
28th World Sustainability Day (note: might change annually) Verdens bærekraftsdag	<i>#bærekraftsdagen #SustainabilityGoals</i> <i>#worldsustainabilityday</i>
31st Halloween Halloween	<i>#halloween #halloweendecor</i> <i>#halloweenfeiring</i>

Halloween Fun

Kids (and adults!) dress up in costumes, carve pumpkins, and enjoy spooky parties or trick-or-treating.

Mushroom Hunting Adventures

People go on fun foraging trips to find chanterelles, porcini, and other edible mushrooms.



November

Early Winter Preparations

Ski resorts start testing slopes, families check cabins, and people prepare winter tires for cars. The first signs of snow excite outdoor enthusiasts.

M	T	W	T	F	S	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

IMPORTANT DATES

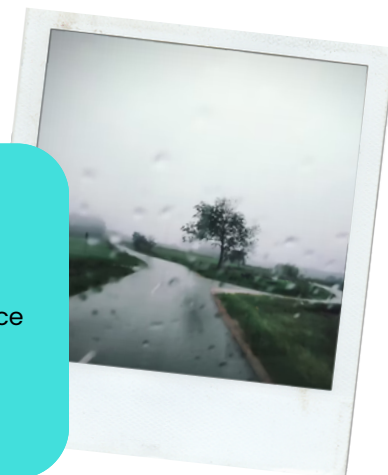
1st All Saints' Day Allehelgensdag	#allehelgensdag #allehelgensdag❤️ #allehelgensaften
1st World Vegan Day Verdens vegandag	#vegandag #vegandagen #worldveganday
8th Father's Day Farsdag	#farsdag #farsdag❤️ #godfarsdag
11th Singles' Day Singles' Day	#singlesday #singlesdaysale #singlesdaynorge
13th World Kindness Day Verdens vennlighetsdag	#verdensvennlighetsdag #godhetsdagen #spreadkindness
16th International Day for Tolerance Den internasjonale toleransedagen	#toleransedagen #toleranse #tolerance
17th World Prematurity Day Verdens prematurdag	#prematurdagen #verdensprematurdag #verdensprematurdag17november
20th Universal Children's Day Verdens barnedag	#verdensbarnedag #forbarna #barnsrettigheter
27th Black Friday	#blackfriday #blackfridaysales #blackweek
29th First Advent Sunday Første søndag i advent	#førstesøndagiadvent #førstesøndagiadvent🕯️

Local's tip

November is time for cozy Fashion. Wool sweaters, scarves, hats, and mittens come out of closets as the temperature drops and outdoor life gets chillier.

Rainy Walks & Autumn Weather

November is often wet and gray, and Norwegians embrace it with waterproof jackets and boots, taking brisk walks in parks, forests, or along fjords.



December

Advent & Christmas Countdown

In December, Norwegians count down to Christmas with advent calendars. Each day brings a small surprise – chocolate, gifts, or fun activities – building excitement toward Christmas Eve.

M	T	W	T	F	S	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

IMPORTANT DATES

6th, 13th, 20th Advent Sundays	<i>#advent #jul #førjulstid</i>
10th Human Rights Day Menneskerettighetsdagen	<i>#Menneskerettighetsdagen #Menneskerettigheter #StandUp4HumanRights</i>
13th St Lucia Day Luciadagen	<i>#luciadagen #luciatog #luciafeiring</i>
21st Winter Solstice Vintersolverv	<i>#vintersolverv #vintersol #vinterlys</i>
24th Christmas Eve Julaften	<i>#julaften #godjul #julestemning</i>
25th Christmas Day Første juledag	<i>#førstejuledag #romjul #julestemning</i>
26th Boxing Day Andre juledag	<i>#andrejuledag #romjul #julekos</i>
26th-30th Romjul Romjul	<i>#romjul #romjulen #desember</i>
31st New Year's Eve Nyttårsaften	<i>#nyttårsaften #godtnyttår #fyrverkeri</i>

Baking & Gingerbread Houses

Families bake cookies, gingerbread (pepperkaker), and cakes. Many also make "de syv slag" – the seven types of traditional Christmas cookies prepared before Christmas.

Local's tip

Romjul is the quiet week between Christmas and New Year, when Norwegians slow down, spend time with family, and enjoy leftovers, skiing, or cozy indoor activities. Shops often run big sales, known as *Romjulssalg*, making it both a cultural pause and a key retail moment.

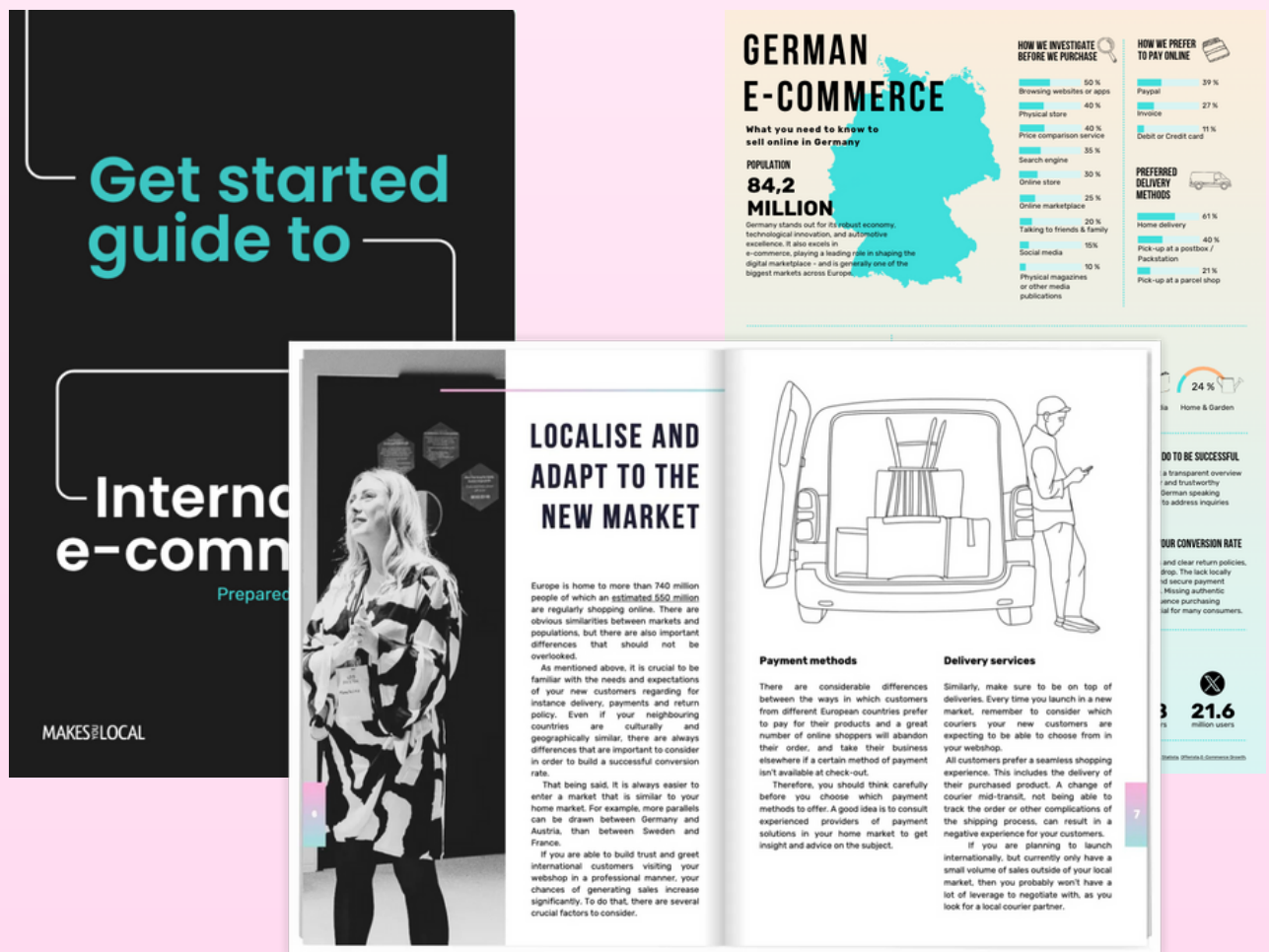
Local's tip

"Julebord" (Christmas table) is a tradition where workplaces, clubs, and friends gather for festive dinners with games, singing, and laughter – sometimes lasting well into the night!



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MAKES LOCAL