



Visit Finland

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Competitor analysis – Sweden, Denmark and Norway

Showcasing Nordic cuisine: insights from local tourism websites & social media

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Photo by: Harri Tarvainen / Visit Finland

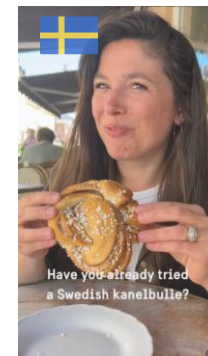


COMMON TOPICS






- ✓ **LOCAL PROVENANCE:** All three emphasize local, seasonal, and sustainable ingredients (farm-to-table, sea-to-table, forest-to-table). There's a clear preference for authenticity over glamour, highlighting small producers and "quiet luxury."
- ✓ **NATURE:** Food is deeply tied to each country's natural landscape, with visuals and messaging linking cuisine to forests, seas, and pure environments.
- ✓ **SEASONALITY & RITUALS:** All feature local festivities (Christmas, Easter, Midsummer) and the rhythm of the seasons as essential parts of food culture.

- ✓ **COFFEE & PASTRY CULTURE:** Sweden (fika) and Denmark (hygge, cakes, buns) especially; Norway to a lesser extent (waffles).
- ✓ **SUSTAINABILITY:** Eco-friendly and sustainable practices are consistently highlighted.
- ✓ **TRADITIONS AND LOCAL CULTURE:** Food is a way to get to know the local way of life and history of both the countries and their regions.
- ✓ **TARGET AUDIENCE:** All countries talk mostly to culture travelers and eco-conscious visitors and put less emphasis on family travel. However, some differences exist in target audiences



DIFFERENTIATION

Aspect	 Sweden	 Denmark	 Norway
Positioning	Sweden presents food as a window into local life, focusing on both traditional and modern aspects. It is framed as innovative, sustainable food destination, closely connected to nature.	Denmark is marketed as a dynamic culinary destination, famous for its gourmet scene and innovative New Nordic cuisine, while equally celebrating comfort food and tradition.	Norway's food marketing is secondary to its nature. Food content is anchored in dramatic landscapes and food from pristine environments. Strong focus on both tradition (seafood, preservation methods) and innovation.
Signature experiences	Focus on fika (coffee and pastries as a social ritual), foraged foods, and both everyday and fine dining.	Michelin-star restaurants, beer culture (on website), street food, smørrebrød, pastries, and oyster safaris.	Seafood, foraged and seasonal foods, fruit, bread, fine dining. Food safaris and regional specialties are also prominent.
Visual & tone	Calm, understated, and idyllic visuals. Tone is inclusive, poetic, but not humorous. Imagery often shows food in nature or people sharing meals outdoors.	Images are more realistic, everyday, and approachable, more urban environments. Tone is light, and humorous.	Heavy use of landscape imagery, often more prominent than text. The tone is welcoming and down-to-earth.
Marketing approach	Food is not a separate theme but interwoven with broader lifestyle and nature narratives. Social media is used for inspiration, with poetic and image-rich content.	A blend of fine dining and budget-friendly experiences, especially on the website. Emphasis on participation and experimentation. Campaigns encourage active exploration of food experiences.	Food is tied to adventure, sustainability, and local identity. Recommendations feature seafood safaris, and immersive experiences.
Target audiences	Wellness and lifestyle travelers, in addition to nature lovers.	More emphasis on foodies, but budget travelers' needs are also addressed.	Adventure-seekers, nature lovers, and foodies.

Differences in tone, topics and visuals

Aspect	Sweden	Denmark	Norway
Summary	Sweden leans on calm, lifestyle-oriented storytelling with a strong fika and inclusivity angle.	Denmark mixes culinary prestige with humor and approachability, spotlighting both high-end and everyday experiences.	Norway is all about raw nature, adventure, and tradition, with food experiences directly tied to its landscapes.
Key themes	Nature, tradition, innovation, fika	Gourmet, street food, beer	Seafood, tradition, landscapes
Tone	Calm, poetic, inclusive	Humorous, friendly, everyday	Informal, adventurous, visual-heavy
Visuals	Idyllic, nature, people dining in nature	Realistic, urban nature	Dramatic landscapes, food in nature
Experience	Lifestyle and wellness	Experimentation, participation	Adventure, immersion, tradition

"Sweden, along with the other Nordic countries, offers a refuge of clean, unspoiled nature, as well as the taste of contemporary exoticism."

"Sweden's right to roam policy invites anyone to enjoy Mother Nature's edible gifts, throughout the year."

"We've been slurping oysters in Denmark for thousands of years"

"It's not all fine dining in Denmark! Danes do the classic hot dog with the same pride and gusto as molecular gastronomy. See how we put our own twist on street food."

"Just ask for the catch of the day, and you're in for a treat! Or even better – catch your own meal!"

"Snow, northern lights, and king crab are all quintessential experiences when visiting Northern Norway. You can sample the king of Norwegian seafood fresh, right after it's been hauled up from the sea. Delicious!"

SWEDEN



SUMMARY



Food content is not isolated - it is part of Sweden's larger image of a **modern, natural, inclusive destination**. The position is one of **innovativeness** based on **nature's clean ingredients**, and **respectful of local traditions, seasons and celebrations**.

The tone of voice and visual approach is **calm, understated, aesthetical and idyllic**, speaking to a broad audience. Social media posts are designed for inspiration, featuring image-rich and poetic photos

Sweden's food is a **window to local life**. The main topics include food **from nature**, and food enjoyed **in nature**, dishes for different seasons and celebrations and **fika** as a culturally central concept. Urban content is also featured, mostly on social media.

Both **everyday foods** (meatballs, salmon, pickled herring) and **fine dining** experiences are covered. The **local, fresh ingredients** are considered **healthy and natural**.



Food appears **consistently** as part of the **lifestyle and nature story** in Visit Sweden's social media channels. Some spikes can be seen in seasonal buildup like Midsummer or Christmas.



Visual image on the Visit Sweden website

HEALTHY

NATURE-
ROOTED

INVITING

COMMUNITY
VALUES



The imagery supports the communication of main strengths: **togetherness and nature-rooted food** made from **pure ingredients**.

Very literal “**food from nature**” images with hands picking berries, people picking mushrooms and holding crawfish and fish. **Natural settings and materials** are used: natural lighting, forest green, wood.

The context for eating is often **outdoors**, in **summer**. The feeling is **idyllic** and **nostalgic** (from a Nordic perspective – likely exotic for other audiences), and on some occasion to the extent that the images look staged, especially those showing dining in the forest.

Several images of eating **together**, enjoyment, fun and celebrations – enjoying food in a **social or culturally relevant setting**.

DENMARK



SUMMARY



Denmark's position is one of an **exciting food and drink destination**, with its **modern New Nordic cuisine** and respect for **tradition** and **sustainability**. The food culture is portrayed as open to everyone, offering both fine dining and budget-friendly or comforting dishes.

The overall tone is friendly, inviting, light-hearted and humorous. Visual style is **authentic** and **relatable**, in both social media as well as website.

The most frequent content discusses **Michelin-star** restaurants, innovative **New Nordic** cuisine based on local and **seasonal ingredients**, **sustainability**, and **affordable** dining options like street food. Denmark's **rich beer culture** is discussed predominantly on websites. **Cafés** and Danish **pastries**, **sandwiches**, **regional food specialties**, and immersive **food experiences**, such as oyster safaris and visits to breweries, are highlighted to encourage visitors to explore Denmark's culinary traditions.



Food has a **regular place** in Denmark's social media marketing strategy with content about for example fine dining, cafés and pastries. This is also supported by **seasonal posting** in relation to festivities.



Visual image on the Visit Denmark website

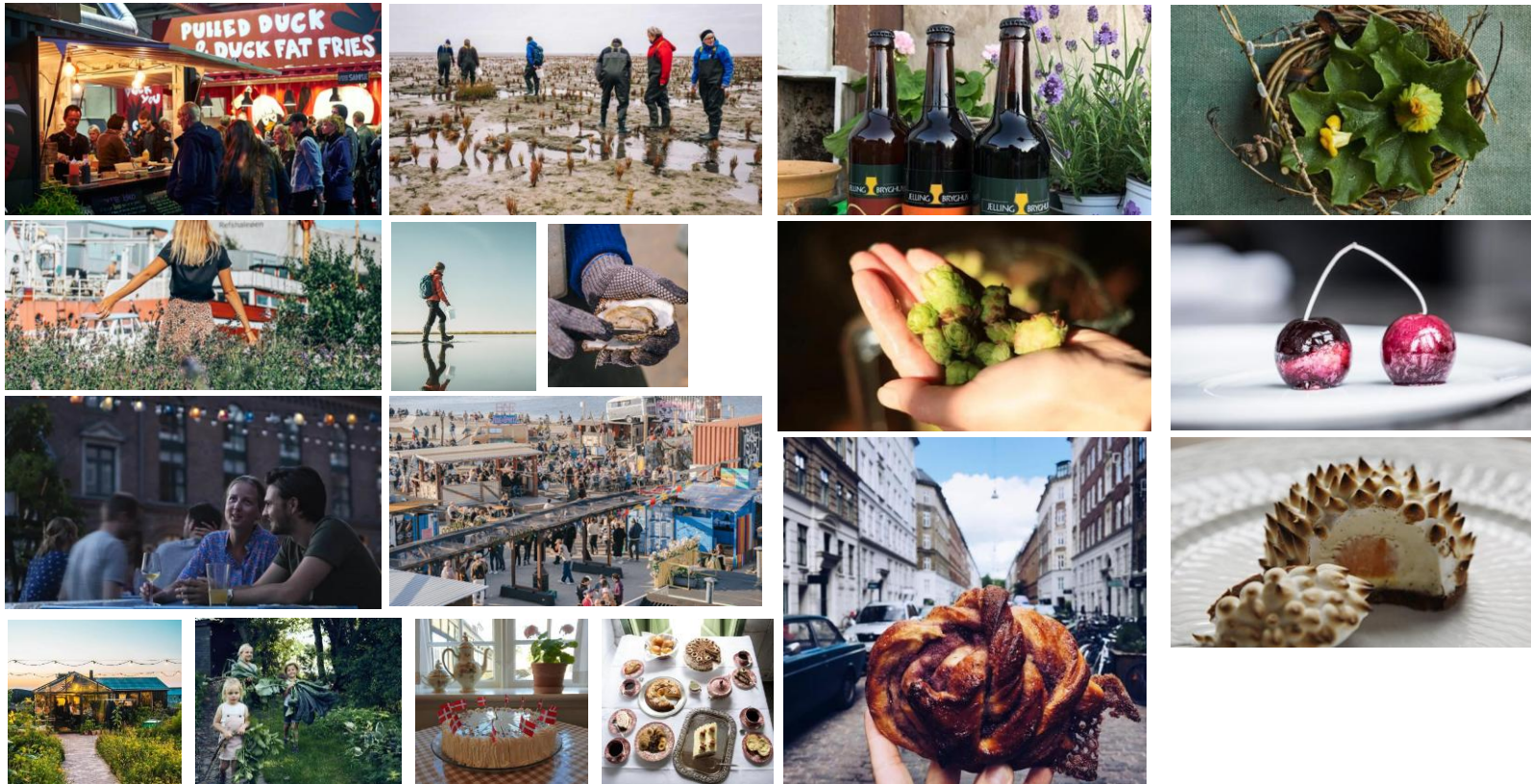
APPROACHABLE

EXPERIMENTAL

CULINARY EXCELLENCE

CASUAL

ROOTED IN TRADITIONS



Actual dishes are featured clearly less (for example compared to Sweden), except for the examples of Michelin rated restaurants, whose dishes are artistic and exclusive.

Main focus in the imagery is in creating an **everyday, casual and realistic approach**, depicting people in actual scenery, e.g. in restaurants, marketplaces or experiencing a seafood safari.

Both the **bustling city life and exploring nature** are covered in the images. Nature showcased in the photos is often slightly wild, not as neat (e.g. longer hay, wildflowers), giving the impression of an untamed, natural setting.

NORWAY



SUMMARY



Food in Norway is closely tied to its **grand landscapes**, the focal point of its marketing communication. The **pristine environment** providing **high-quality ingredients** is central to Norwegian cuisine. Norwegian food is portrayed as both **traditional** and **innovative**, emphasizing **sustainability** and a deep **connection to the land**.

Visuals have prominence over text, using images of dramatic scenery and animals. Overall tone of voice is **informal** and **welcoming**, both on website as well as social media.

Food is **deeply tied to culture, tradition and local lifestyle**, highlighted through classic dishes, preservation methods, seasonal customs and **traditional celebrations**.

Norway's **culinary excellence** is highlighted via its Bocuse d'Or awards and tips for fine dining restaurants.

From specific dishes and ingredients, **brown cheese, seafood and meat** are prominently featured (seafood and meat less on SoMe).



The food content on Norway's marketing channels is **not a focus area**, other topics are more prominent.

The content in social media and website often feature different themes, sometimes even seemingly without a clear focus area or coherent strategy.



Photo credits
Top: Matprat.no / Sara Johannessen
Middle: Øyvind Heen / fjords.com
Bottom: Fredrik Ahlsen/Visitnorway.com

Visual image on the Visit Norway website

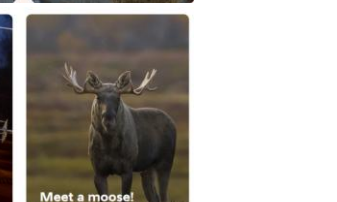
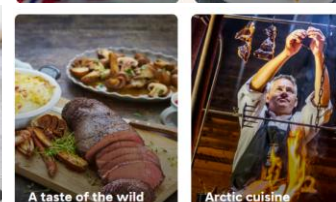
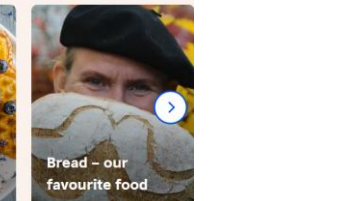
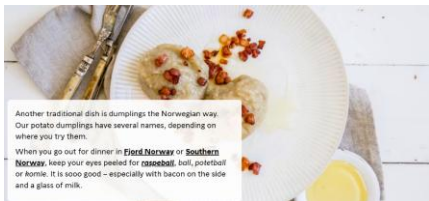
WILD

AESTHETICALLY
APPEALING

ADVENTUROUS

FRESH

ROOTED IN TRADITIONS



The imagery on the Visit Norway website supports the messaging about food from the wild, untouched nature – mountains and animals are frequently present within food articles.

In addition to nature and landscapes, pictures often feature exclusive dishes in a well-lit setting and appealing layout.

The visual aesthetic is prominent and different. Food article feature large, visually attractive images and text is used to illustrate these images. The user experience is similar to social media scrolling.



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THANK YOU

