

## NORMO 2025 – Highlights from 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.
- Physical inactivity is somewhat lower than in other Nordic countries
- Use of e-cigarette 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.

### Overweight and obesity - Adults

- Overweight or obesity (BMI  $\geq 25$ ): 69.7% (statistically significant change compared to 2014). Highest number in the Nordics.
- Obesity (BMI  $> 30$ ): 27.5% (statistically significant change compared to 2014). Highest number in the Nordics.
- Mean BMI 27.8 (statistically significant increase from 2014). Highest number in the Nordics.

### Examples of dietary changes – Adults

- Total fruit and vegetable consumption decreased from 2.1 times per day (2014) to 1.9 (2024) (statistically significant decrease from 2014)
- The average adult in Iceland consumes meat 5.0 times per week. Lowest number among the Nordic countries.
- Total whole grain bread consumption is 2.2 slices per day in 2014 and 1.1 slices per day in 2024 (statistically significant decrease from 2014)
- Total discretionary drink (sugary beverages, energy drinks and light or sugar free beverages) consumption increased from 4.0 to 7.9 times per week (statistically significant increase from 2014). Highest number in the Nordics.

### Energy and caffeinated drinks

- Total energy drinks consumption increased dramatically from 0.2 times per week (2014) to 2.5 times per week (statistically significant increase from 2014). Highest number in the Nordics.

### Examples of physical activity and sedentary behaviour – Adults

- 23.2% of Icelandic adults spend more than 4 hours on recreational screen time per day.
- The average Icelandic adult spend 3.6 hours a day on recreational screen time
- 28.6% of Icelandic adults are physically inactive (not meeting WHO 2020 guidelines)

