

## Press Release: Norwegian Club Football Growing – On and Off the Pitch



**(Oslo, June 24<sup>th</sup>): Norwegian club football is stronger than it has been in many years. Figures from the 2024 season show increased financial strength for several clubs, growing commercial interest, and international recognition – a development that spans the men’s leagues, Eliteserien and OBOS-ligaen, as well as women’s top-flight, Toppserien.**

This is revealed by *Toppfotballbarometeret 2025*, which takes the pulse of the financial state of Norwegian club football. The report is a collaboration between Norsk Toppfotball (Norwegian Professional Football League (NPFL)), Toppfotball Kvinner (Women's Top Football Norway), and Deloitte, and are based on the clubs' official licensing submissions to the Norwegian Football Association.

– We are in a positive spiral where sporting and financial progress are closely linked. The fact that we now have five spots in European tournaments, combined with strong player logistics and higher attendance figures, is helping to lift Norwegian football entirely, says Jens Haugland, General Manager of Norwegian Professional Football League (Norsk Toppfotball).

### Climbing in Europe

The men’s top-flight, Eliteserien, has now climbed to 11th place in UEFA's league ranking – the league's highest position in almost 20 years. This gives Norwegian clubs five spots in European club tournaments and marks a new era for Norwegian football after the successes of teams such as Bodø/Glimt, Molde, and Brann.

– We see that the Eliteserien is now approaching the level of Rosenborg's golden age in the 90s. When Norwegian clubs perform internationally, increased interest and revenues follow. This applies not only to the clubs participating internationally; the increased interest also brings positive effects for the remaining clubs. This is a crucial development for further growth in Norwegian football, says Andreas Madsen Holm, Project Manager for Deloitte.

Eliteserien clubs sold players for 745 million NOK in 2024. At the same time, revenues remained stable against last year's record, while costs are now one billion NOK higher than before the pandemic.

## **Growth Engines Lifting the Eliteserien**

Bodø/Glimt, Molde, Brann, and Rosenborg accounted for 46% of the Eliteserien's revenues in 2024. At the same time, the "rest" of the league is growing slightly faster in percentage terms. Revenue growth among the other clubs was 17% on average per year from 2022 to 2024.

– The success of the biggest clubs creates ripple effects for the entire league. This is exactly how we want Norwegian top football to function, says Haugland.

## **Toppserien Strengthened**

In 2024, the Toppserien experienced record-high attendance figures, stable finances, and strong international results. Norway is now ranked 8th in UEFA's women's ranking and was represented in the UEFA Women's Champions League quarter-finals in the 2023/2024 season.

– The Toppserien has undergone a formidable development. More clubs are thinking holistically, building professional operations, and attracting international interest. This strengthens the league's position, says Marianne Solheim, General Manager of Norwegian Women's Top Football (Toppfotball Kvinner).

In the Toppserien in 2024, there was full correlation between team personnel costs and league position. League champions Vålerenga had the highest personnel costs at 20.8 million NOK, while Arna-Bjørnar had the lowest. Røa was the team that earned the most points per million in cost, with Brann on the other end of the scale.

In 2024, four out of ten clubs in the Toppserien were so-called fully integrated hybrid clubs, meaning clubs with top-tier initiatives for both women's and men's teams.

## **Player Logistics Provides Financial Boost**

Across the leagues, player logistics have become an important source of income, increasingly integrated into the clubs' business models. The Eliteserien and OBOS-ligaen generated over 900 million NOK (77m euro) through player transfers in 2024. The Toppserien experienced its strongest transfer year ever, with several six-figure sales and increased foreign interest.

– Norwegian football has established itself as an attractive arena for development and export. This gives clubs both new opportunities and financial flexibility. At the same time, it will be important going forward for clubs to be aware that their operations are sound and do not increase costs to a level they cannot sustain over time, concludes Emilie Finnevolden Gooderham, spokesperson for Deloitte.

[Read the report here](#) (Norwegian only)

Financial deep dives, Top leagues:

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**About Norsk Toppfotball:** Norsk Toppfotball (NTF) is an interest organization consisting of the football clubs that play in the Eliteserien and OBOS-ligaen.

**About Toppfotball Kvinner:** Toppfotball Kvinner (TFK) represents the 22 top clubs on the women's side, including the Toppserien and the 1st division.

**About Deloitte:** Deloitte is a market-leading professional services firm, providing auditing, legal services, financial advisory, risk analysis, and consulting services.