

Direct Selling in Norway

Market Direction | 2023-04-17 | 37 pages | Euromonitor

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Report description:

Direct selling saw exceptionally strong current value growth in 2020, which was followed by higher than average growth in 2021. Although growth slowed further in 2022, it remained positive, which was a good performance, considering the channel was on the decline pre-pandemic. The pandemic in fact revived the fortunes and renewed the popularity of the direct selling channel amongst consumers, as it led companies to establish new ways of marketing and selling their products, namely by using digital...

Euromonitor International's Direct Selling in Norway report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Appliances and Electronics Direct Selling, Drinks and Tobacco Direct Selling, Fashion Direct Selling, Foods Direct Selling, Health and Beauty Direct Selling, Home Products Direct Selling, Other Products Direct Selling.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Direct Selling market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Consumer health direct selling maintains its lead

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