

Retail E-Commerce in Norway

Market Direction | 2023-04-17 | 40 pages | Euromonitor

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Report description:

Retail e-commerce saw its sales skyrocket in Norway in current value terms in 2020, with increases in all categories and across all geographical areas. This was thanks to high penetration of the internet and smartphone devices, fears of visiting high traffic shopping areas due to the pandemic, and the ease and convenience the channel offers. Also boosting the performance of e-commerce were efforts by e-commerce players to appeal to customers. For example, several companies reduced or temporarily...

Euromonitor International's Retail E-Commerce 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: Retail E-Commerce by Product, Retail E-Commerce by Type.

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

Why buy this report?

- * Get a detailed picture of the Retail E-Commerce 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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Although decline is inevitably seen, sales remain far higher than pre-COVID-19

More older consumers move towards e-commerce, valuing home delivery

Most players offer e-commerce, but not all

PROSPECTS AND OPPORTUNITIES

Dynamic growth set to resume as most players favour omnichannel retailing

Removal of tax-free limit actually likely to boost sales for foreign e-commerce players

Competition from Amazon will be a threat despite no direct presence

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RETAIL IN NORWAY

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Seasonality

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Christmas

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