

Retail in Norway

Market Direction | 2024-02-29 | 100 pages | Euromonitor

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Report description:

Inflationary pressures have led to stronger price competition in Norway's retail landscape. Food price increases have been a notable issue for grocery retailers resulting in intense competition between supermarkets and discounters. Players have come under pressure to put a heavier emphasis on pricing strategy, with price increases throughout the year. One of the key winners in retail has been Normal, with its low-price strategy that enables it to compete on price with leading discounters. Normal...

Euromonitor International's Retail 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, Retail Offline.

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 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International

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