

Direct Selling in Norway

Market Direction | 2025-02-27 | 36 pages | Euromonitor

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Report description:

Direct selling in Norway witnessed a slight recovery in current value sales over 2024 following two difficult years. Broader trends in consumer behaviour are supporting the category, with an increasing emphasis on health and wellness products. Distributors are leveraging social media and digital platforms to reach potential customers, enhancing their marketing strategies to adapt to changing consumer preferences. Nonetheless, the channel is losing ground in the Norwegian retail industry due to c...

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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