

General Merchandise Stores in Norway

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

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

The retail environment in Norway is undergoing significant changes because of inflation and evolving consumer preferences. Consumers are increasingly prioritising smaller, more affordable purchases over expensive items. This shift is having a considerable effect on different sectors of the retail market, and particularly variety stores that typically sell a wide range of household goods and personal products at attractive prices. These stores are benefitting from consumers tightening their budge...

Euromonitor International's General Merchandise Stores 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: Department Stores, Variety Stores.

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

Why buy this report?

- * Get a detailed picture of the General Merchandise Stores 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

General Merchandise Stores in Norway
Euromonitor International
February 2025

List Of Contents And Tables

GENERAL MERCHANDISE STORES IN NORWAY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Budget-friendly purchases win in current circumstances

Rusta chain begins new expansion plans

Europriis strengthens its position

PROSPECTS AND OPPORTUNITIES

Norwegian's desire for value will support category growth

Newcomer Dollarstore has bright prospects

Flying Tiger Copenhagen targets younger consumers

CHANNEL DATA

Table 1 General Merchandise Stores: Value Sales, Outlets and Selling Space 2019-2024

Table 2 General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 3 Sales in General Merchandise Stores by Channel: Value 2019-2024

Table 4 Sales in General Merchandise Stores by Channel: % Value Growth 2019-2024

Table 5 General Merchandise Stores GBO Company Shares: % Value 2020-2024

Table 6 General Merchandise Stores GBN Brand Shares: % Value 2021-2024

Table 7 General Merchandise Stores LBN Brand Shares: Outlets 2021-2024

Table 8 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 9 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 10 □Forecast Sales in General Merchandise Stores by Channel: Value 2024-2029

Table 11 □Forecast Sales in General Merchandise Stores by Channel: % Value Growth 2024-2029

RETAIL IN NORWAY

EXECUTIVE SUMMARY

Retail in 2024: The big picture

The shift to online shopping regains momentum

Consumers still economise on non-essentials goods

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2024

Seasonality

Black Friday

Christmas

New Year

Back to School

MARKET DATA

| | |
|----------|--------------------------------------------------------------------------------------------|
| Table 12 | Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024 |
| Table 13 | Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024 |
| Table 14 | Sales in Retail Offline by Channel: Value 2019-2024 |
| Table 15 | Sales in Retail Offline by Channel: % Value Growth 2019-2024 |
| Table 16 | Retail Offline Outlets by Channel: Units 2019-2024 |
| Table 17 | Retail Offline Outlets by Channel: % Unit Growth 2019-2024 |
| Table 18 | Sales in Retail E-Commerce by Product: Value 2019-2024 |
| Table 19 | Sales in Retail E-Commerce by Product: % Value Growth 2019-2024 |
| Table 20 | Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024 |
| Table 21 | □Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024 |
| Table 22 | □Sales in Grocery Retailers by Channel: Value 2019-2024 |
| Table 23 | □Sales in Grocery Retailers by Channel: % Value Growth 2019-2024 |
| Table 24 | □Grocery Retailers Outlets by Channel: Units 2019-2024 |
| Table 25 | □Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024 |
| Table 26 | □Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024 |
| Table 27 | □Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024 |
| Table 28 | □Sales in Non-Grocery Retailers by Channel: Value 2019-2024 |
| Table 29 | □Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024 |
| Table 30 | □Non-Grocery Retailers Outlets by Channel: Units 2019-2024 |
| Table 31 | □Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024 |
| Table 32 | □Retail GBO Company Shares: % Value 2020-2024 |
| Table 33 | □Retail GBN Brand Shares: % Value 2021-2024 |
| Table 34 | □Retail Offline GBO Company Shares: % Value 2020-2024 |
| Table 35 | □Retail Offline GBN Brand Shares: % Value 2021-2024 |
| Table 36 | □Retail Offline LBN Brand Shares: Outlets 2021-2024 |
| Table 37 | □Retail E-Commerce GBO Company Shares: % Value 2020-2024 |
| Table 38 | □Retail E-Commerce GBN Brand Shares: % Value 2021-2024 |
| Table 39 | □Grocery Retailers GBO Company Shares: % Value 2020-2024 |
| Table 40 | □Grocery Retailers GBN Brand Shares: % Value 2021-2024 |
| Table 41 | □Grocery Retailers LBN Brand Shares: Outlets 2021-2024 |
| Table 42 | □Non-Grocery Retailers GBO Company Shares: % Value 2020-2024 |
| Table 43 | □Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024 |
| Table 44 | □Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024 |
| Table 45 | □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029 |
| Table 46 | □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029 |
| Table 47 | □Forecast Sales in Retail Offline by Channel: Value 2024-2029 |
| Table 48 | □Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029 |
| Table 49 | □Forecast Retail Offline Outlets by Channel: Units 2024-2029 |
| Table 50 | □Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029 |
| Table 51 | □Forecast Sales in Retail E-Commerce by Product: Value 2024-2029 |
| Table 52 | □Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029 |
| Table 53 | □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029 |
| Table 54 | □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029 |
| Table 55 | □Forecast Sales in Grocery Retailers by Channel: Value 2024-2029 |
| Table 56 | □Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029 |
| Table 57 | □Forecast Grocery Retailers Outlets by Channel: Units 2024-2029 |

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 58 □Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

Table 59 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 60 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 61 □Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029

Table 62 □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029

Table 63 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029

Table 64 □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 Research Sources

General Merchandise Stores in Norway

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

| Select license | License | Price |
|----------------|--------------------------------|----------|
| | Single User Licence | €995.00 |
| | Multiple User License (1 Site) | €1990.00 |
| | Multiple User License (Global) | €2985.00 |
| | | VAT |
| | | Total |

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

| | | | |
|---------------|----------------------|-------------------------------|-----------------------------------------|
| Email* | <input type="text"/> | Phone* | <input type="text"/> |
| First Name* | <input type="text"/> | Last Name* | <input type="text"/> |
| Job title* | <input type="text"/> | | |
| Company Name* | <input type="text"/> | EU Vat / Tax ID / NIP number* | <input type="text"/> |
| Address* | <input type="text"/> | City* | <input type="text"/> |
| Zip Code* | <input type="text"/> | Country* | <input type="text"/> |
| | | Date | <input type="text" value="2025-05-05"/> |
| | | Signature | <input type="text"/> |

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com