



Small Local Grocers in Norway

February 2024

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Small Local Grocers in Norway - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Constant value sales remain above pre-pandemic levels

Den Norske Isbilen widens product selection

Strong competition from supermarkets and discounters

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Declining sales as consumers are drawn to large grocery retailers

Small vendors rely on a differentiated product selection

Self-service and 24-hour outlets could prove successful

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Informal retail

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