

# Retail E-Commerce in Norway

February 2024

**Table of Contents** 

## Retail E-Commerce in Norway - Category analysis

## KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Robust growth for e-commerce shows consumers' reliance on this channel

Fragmented retail e-commerce landscape

Pharmacy retailers push into e-commerce territory

## PROSPECTS AND OPPORTUNITIES

Omnichannel approach is deemed critical for retail in the years ahead

Live-shopping events to go mainstream

Customer expectations to rise in the search for a better deal

#### CHANNEL DATA

Table 1 - Retail E-Commerce by Channel: Value 2017-2022

Table 2 - Retail E-Commerce by Channel: % Value Growth 2017-2022

Table 3 - Retail E-Commerce by Product: Value 2017-2022

Table 4 - Retail E-Commerce by Product: % Value Growth 2017-2022

Table 5 - Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 6 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 7 - Forecast Retail E-Commerce by Channel: Value 2022-2027

Table 8 - Forecast Retail E-Commerce by Channel: % Value Growth 2022-2027

Table 9 - Forecast Retail E-Commerce by Product: Value 2022-2027

Table 10 - Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

## Retail in Norway - Industry Overview

## **EXECUTIVE SUMMARY**

Retail in 2023: The big picture

Smaller affordable purchases are a high priority for shoppers

Home investments slowdown in the post-pandemic era

What next for retail?

#### **OPERATING ENVIRONMENT**

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Black Friday

Christmas

New Year

Back to School

## MARKET DATA

Table 11 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 12 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 13 - Sales in Retail Offline by Channel: Value 2018-2023

Table 14 - Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 15 - Retail Offline Outlets by Channel: Units 2018-2023

Table 16 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 17 - Sales in Retail E-Commerce by Product: Value 2018-2023

Table 18 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 19 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

- Table 20 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 21 Sales in Grocery Retailers by Channel: Value 2018-2023
- Table 22 Sales in Grocery Retailers by Channel: % Value Growth 2018-2023
- Table 23 Grocery Retailers Outlets by Channel: Units 2018-2023
- Table 24 Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
- Table 25 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
- Table 26 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 27 Sales in Non-Grocery Retailers by Channel: Value 2018-2023
- Table 28 Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023
- Table 29 Non-Grocery Retailers Outlets by Channel: Units 2018-2023
- Table 30 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
- Table 31 Retail GBO Company Shares: % Value 2019-2023
- Table 32 Retail GBN Brand Shares: % Value 2020-2023
- Table 33 Retail Offline GBO Company Shares: % Value 2019-2023
- Table 34 Retail Offline GBN Brand Shares: % Value 2020-2023
- Table 35 Retail Offline LBN Brand Shares: Outlets 2020-2023
- Table 36 Retail E-Commerce GBO Company Shares: % Value 2019-2023
- Table 37 Retail E-Commerce GBN Brand Shares: % Value 2020-2023
- Table 38 Grocery Retailers GBO Company Shares: % Value 2019-2023
- Table 39 Grocery Retailers GBN Brand Shares: % Value 2020-2023
- Table 40 Grocery Retailers LBN Brand Shares: Outlets 2020-2023
- Table 41 Non-Grocery Retailers GBO Company Shares: % Value 2019-2023
- Table 42 Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023
- Table 43 Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023
- Table 44 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028
- Table 45 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028
- Table 46 Forecast Sales in Retail Offline by Channel: Value 2023-2028
- Table 47 Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028
- Table 48 Forecast Retail Offline Outlets by Channel: Units 2023-2028
- Table 49 Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028
- Table 50 Forecast Sales in Retail E-Commerce by Product: Value 2023-2028
- Table 51 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028
- Table 52 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 53 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
- Table 54 Forecast Sales in Grocery Retailers by Channel: Value 2023-2028
- Table 55 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028
- Table 56 Forecast Grocery Retailers Outlets by Channel: Units 2023-2028
- Table 57 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028
- Table 58 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 59 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
- Table 60 Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028
- Table 61 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028
- Table 62 Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028
- Table 63 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

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## **SOURCES**

Summary 2 - Research Sources

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