

Supermarkets in Norway

February 2024

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Supermarkets in Norway - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Supermarkets perform well as price competition intensifies Price guarantees are used to reassure supermarket customers Supermarket chain Meny creates new centralised store to build e-commerce business

PROSPECTS AND OPPORTUNITIES

Supermarkets to deploy new digital solutions Food costs to remain top of mind for Norwegians The issue of product selection is to come into focus

CHANNEL DATA

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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?

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