

# 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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