Euromonitor International

Retail in Norway

July 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Retailers Respond to Value-Seeking Shoppers with Price-Focused Investment

Retail E-Commerce Captures Growth as Bohus Transforms Urban Shopping

Chart 2 - Bohus Launches City Concept Stores

Informal Retail Remains under Control as Legal Channels Thrive

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Discounters Secure Leading Position as Shoppers Seek Value

E-Commerce Set to Outpace Traditional Stores as Digital Habits Accelerate

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 7 - Analyst Insight for Retail

Kiwi and Rema 1000 Drive Price-Focused Growth through Digital Innovation

10,000 Visitors Validate Power'S Experiential Strategy

Chart 8 - Power Redefines Experiential Retail

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 11 - Standard Opening Hours by Channel Type 2025

Seasonality

Black Friday

Christmas

New Year

Back to School

ECONOMIC CONTEXT

Chart 12 - Economic Context for Retail

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Retail

Chart 16 - Population 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Convenience Retailers in Norway

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Convenience Retailers Summary

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Convenience Retailers

INDUSTRY PERFORMANCE

Economic Headwinds Put Pressure on Convenience Retailers

Retailers Drive Digital Engagement and Community Integration to Retain Relevance

Chart 19 - Remote Staffing Reshapes Local Retail

Chart 20 - Value Sales 2020-2030

Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Reitan Removes Tobacco as Forecourt Retailers Expand Self-Service

Chart 22 - Reitan Phases Out Tobacco Sales

Players under Pressure to Differentiate as the Market Evolves

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Bunnpris Sustains Lead While Nærbutikken Leverages Digital Innovation

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 27 - Economic Context for Convenience Retailers

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Convenience Retailers

Chart 31 - Population 2020-2030

Chart 32 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Supermarkets in Norway

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Supermarkets Summary

KEY INDUSTRY TRENDS

Chart 33 - Key Industry Trends for Supermarkets

INDUSTRY PERFORMANCE

Supermarkets Defend Their Share through Pricing and Innovation

Chart 34 - Coop Taps into Nutrition and Sustainability Trends

Coop Extra Champions Healthy Eating and Waste Reduction to Gain Consumer Trust

Chart 35 - Meny Blends Shopping with Sports
Meny Leverages Community Integration to Differentiate and Drive Loyalty
Chart 36 - Value Sales 2020-2030

WHAT'S NEXT?

Norgesgruppen Advances Automation to Extend Store Hours and Boost Flexibility
Coop Deepens Loyalty Engagement to Counter Discounter Pressure
Regulatory Fines Prompt Changes in Pricing Transparency
Chart 37 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Chart 38 - Analyst Insight for Supermarkets
Coop Extra Accelerates Innovation to Secure Lead in Value-Focused Landscape
Meny Elevates Premium Experience and Local Sourcing to Drive Growth
Chart 39 - Company Shares 2025
Chart 40 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 41 - Economic Context for Supermarkets
Chart 42 - Real Gdp Growth 2020-2030
Chart 43 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 44 - Consumer Context for Supermarkets
Chart 45 - Population 2020-2030
Chart 46 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Hypermarkets in Norway

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hypermarkets Summary

KEY INDUSTRY TRENDS

Chart 47 - Key Industry Trends for Hypermarkets

INDUSTRY PERFORMANCE

Coop Obs Leverages Digital Tools to Boost Shopper Engagement
Chart 48 - Coop Launches AI-Driven In-Store Screens
Coop Obs Attracts Families and Value Seekers with Large-Pack Promotions
Chart 49 - Value Sales 2020-2030

WHAT'S NEXT?

Coop Obs Uses Local Big-Shop Deals to Challenge Cross-Border Value Trips
Rising Operational Costs and Online Shift Threaten Large-Format Profitability
Chart 50 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Coop Obs Drives Loyalty with Innovation and Exclusive Value
Chart 51 - Coop Obs Rolls Out Large-Pack Promotions
Chart 52 - Company Shares 2025
Chart 53 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 54 - Economic Context for Hypermarkets
Chart 55 - Real Gdp Growth 2020-2030
Chart 56 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 57 - Consumer Context for Hypermarkets
Chart 58 - Population 2020-2030
Chart 59 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Discounters in Norway

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Discounters Summary

KEY INDUSTRY TRENDS

Chart 60 - Key Industry Trends for Discounters

INDUSTRY PERFORMANCE

Kiwi and Rema 1000 Drive Price-Led Growth as Digitalisation Expands Reach
Chart 61 - Rema 1000 Invests in AI-Powered Stores
Hybrid Staffing at Coop Prix Extends Store Hours and Boosts Turnover
Chart 62 - Coop Prix Launches Hybrid Staffing
Rema 1000 Leverages Ai for Seamless Checkout and Dynamic Pricing
Chart 63 - Value Sales 2020-2030

WHAT'S NEXT?

Kiwi and Rema 1000 Set to Boost Low-Price Appeal as Cost Pressures Persist
Climate and Health Initiatives a Key Part of Discounters' Long-Term Strategies
Chart 64 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Chart 65 - Analyst Insight for Discounters
Kiwi Extends Lead as Gigaboks Brings New Ideas to Discounters
Chart 66 - Company Shares 2025
Chart 67 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 68 - Economic Context for Discounters
Chart 69 - Real Gdp Growth 2020-2030
Chart 70 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 71 - Consumer Context for Discounters
Chart 72 - Population 2020-2030
Chart 73 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Small Local Grocers in Norway

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Small Local Grocers Summary

INDUSTRY PERFORMANCE

Froneri Leverages Nostalgia and Delivery to Unlock New Opportunities
Chart 74 - Value Sales 2020-2030

WHAT'S NEXT?

Players Face Intensifying Price Competition From Larger Chains
Bondens Butikk and Røtter Deepen Local Focus to Sustain Loyalty
Chart 75 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Den Norske Isbilen Sustains Its Lead as Fragmentation Deepens
Chart 76 - Company Shares 2025
Chart 77 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 78 - Economic Context for Small Local Grocers
Chart 79 - Real Gdp Growth 2020-2030
Chart 80 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 81 - Consumer Context for Small Local Grocers
Chart 82 - Population 2020-2030
Chart 83 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

General Merchandise Stores in Norway

KEY DATA INSIGHTS

2025 DEVELOPMENTS

General Merchandise Stores Summary

KEY INDUSTRY TRENDS

Chart 84 - Key Industry Trends for General Merchandise Stores

INDUSTRY PERFORMANCE

Europris Expands City Concept to Meet Demand for Accessible Essentials
Chart 85 - Europris Benefits from New "City" Concept
Rusta Leverages Pop-Ups and Showrooms to Boost Urban Engagement
Chart 86 - Value Sales 2020-2030
Chart 87 - Value Sales by Category 2025

WHAT'S NEXT?

Europris and Dollarstore Offer Expanded Assortments
Flying Tiger Copenhagen Deepens Youth Engagement
Chart 88 - Forecast Value Sales 2020-2030
Chart 89 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 90 - Analyst Insight for General Merchandise Stores
Europris Accelerates Urban Expansion as Rusta Gains Ground
Chart 91 - Rusta Opens HQ in Norway
Dollarstore Exit Reshapes Nordic Retail Landscape
Chart 92 - Company Shares 2025
Chart 93 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 94 - Economic Context for General Merchandise Stores
Chart 95 - Real Gdp Growth 2020-2030
Chart 96 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 97 - Consumer Context for General Merchandise Stores
Chart 98 - Population 2020-2030
Chart 99 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Apparel and Footwear Specialists in Norway

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Apparel and Footwear Specialists Summary

KEY INDUSTRY TRENDS

Chart 100 - Key Industry Trends for Apparel and Footwear Specialists

INDUSTRY PERFORMANCE

Retailers Adapt to Digital-First, Value-Driven Shoppers
Kappahl Leverages Digital Resale to Boost Loyalty and Circularity
Chart 101 - KappAhl Partners with reCQRL
Dressmann Converts Social Engagement into Sales with Targeted Campaigns
Chart 102 - Social-Driven Engagement by Dressmann
Chart 103 - Value Sales 2020-2030

WHAT'S NEXT?

Weak Economic Forecast Points Towards a Slow Recovery
Kappahl and Local Influencers Accelerate Second-Hand and Digital Innovation
Chart 104 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Chart 105 - Analyst Insight for Apparel and Footwear Specialists
Varner-Gruppen and H&M Reinforce Leadership as Match Outpaces Rivals
Match Leverages Value Offering to Drive Growth
Chart 106 - Company Shares 2025
Chart 107 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 108 - Economic Context for Apparel and Footwear Specialists
Chart 109 - Real Gdp Growth 2020-2030
Chart 110 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 111 - Consumer Context for Apparel and Footwear Specialists
Chart 112 - Population 2020-2030
Chart 113 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Appliances and Electronics Specialists in Norway

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Appliances and Electronics Specialists Summary

KEY INDUSTRY TRENDS

Chart 114 - Key Industry Trends for Appliances and Electronics Specialists

INDUSTRY PERFORMANCE

Economic Patterns Dictate Demand
Elkjøp and Power Find Success with City Centre and Experiential Concepts
Chart 115 - Elkjøp's City-Store Success
Chart 116 - Value Sales 2020-2030

WHAT'S NEXT?

Retailers to Capture Younger Audiences with Immersive Digital Strategies
Temu'S Low-Cost Model Is Expected to Shape the Market
Chart 117 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Chart 118 - Analyst Insight for Appliances and Electronics Specialists
Elkjøp Maintains Lead as Netonnet Accelerates Omnichannel Expansion
Chart 119 - Netonnet Opens Largest Norwegian Outlet
Chart 120 - Company Shares 2025
Chart 121 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 122 - Economic Context for Appliances and Electronics Specialists
Chart 123 - Real Gdp Growth 2020-2030
Chart 124 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 125 - Consumer Context for Appliances and Electronics Specialists
Chart 126 - Population 2020-2030
Chart 127 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Home Products Specialists in Norway

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Home Products Specialists Summary

KEY INDUSTRY TRENDS

Chart 128 - Key Industry Trends for Home Products Specialists

INDUSTRY PERFORMANCE

Home Products Specialists Thriving Despite Economic Headwinds

Bohus Reinvents Urban Retail Convenience as Ikea Taps into Social Commerce

Chart 129 - Live Shopping from Ikea

Chart 130 - Value Sales 2020-2030

Chart 131 - Value Sales by Category 2025

WHAT'S NEXT?

Younger Homeowners Drive Demand for Sustainable and Eco-Friendly Solutions

Retailers to Focus on High-Value Offerings and Digital Engagement

Chart 132 - Forecast Value Sales 2020-2030

Chart 133 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Coop Obs Bygg Secures Leadership as Ikea Leverages Design and Live Shopping

Chart 134 - Coop Launches Drive-In Service

Chart 135 - Analyst Insight for Home Products Specialists

Chart 136 - Company Shares 2025

Chart 137 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 138 - Economic Context for Home Products Specialists

Chart 139 - Real Gdp Growth 2020-2030

Chart 140 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 141 - Consumer Context for Home Products Specialists

Chart 142 - Population 2020-2030

Chart 143 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Health and Beauty Specialists in Norway

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Health and Beauty Specialists Summary

KEY INDUSTRY TRENDS

Chart 144 - Key Industry Trends for Health and Beauty Specialists

INDUSTRY PERFORMANCE

Apotek 1 and Boots Drive Omnichannel Transformation

Skin Tonic Elevates Physical Retail through Experience-Led Events

Social Commerce Integration Boosts Engagement and Drives Sales Uplift

Chart 145 - Social Commerce on the Rise

Chart 146 - Value Sales 2020-2030

Chart 147 - Value Sales by Category 2025

WHAT'S NEXT?

Fredrik & Louisa Invests in Premium Experiences to Fuel Growth

H & M Beauty and Rituals Enhance Emotional Connection through Experiential Retail

Chart 148 - Forecast Value Sales 2020-2030

Chart 149 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 150 - Analyst Insight for Health and Beauty Specialists
Apotek 1 Leverages Sustainability and Service Innovation to Reinforce Lead
Rituals' Experiential Retail Strategy Pays off
Chart 151 - Apotek 1 Launches "Spray Watch" Campaign
Chart 152 - Company Shares 2025
Chart 153 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 154 - Economic Context for Health and Beauty Specialists
Chart 155 - Real Gdp Growth 2020-2030
Chart 156 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 157 - Consumer Context for Health and Beauty Specialists
Chart 158 - Population 2020-2030
Chart 159 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Vending in Norway

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Vending Summary

INDUSTRY PERFORMANCE

Selecta Drives Unmanned Retail Innovation with Airport Rollouts
Foodies Micromarkets Meet Demand for Healthier Choices and Flexibility
Chart 160 - Value Sales 2020-2030
Chart 161 - Value Sales by Category 2025

WHAT'S NEXT?

Selecta Introduces Automation and Eco-Innovation to Reshape Convenience
Gen Z Brings New Demands to Vending
Chart 162 - Forecast Value Sales 2020-2030
Chart 163 - Forecast Value Sales by Category 2025-2030

ECONOMIC CONTEXT

Chart 164 - Economic Context for Vending
Chart 165 - Real Gdp Growth 2020-2030
Chart 166 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 167 - Consumer Context for Vending
Chart 168 - Population 2020-2030
Chart 169 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Direct Selling in Norway

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Direct Selling Summary

KEY INDUSTRY TRENDS

Chart 170 - Key Industry Trends for Direct Selling

INDUSTRY PERFORMANCE

Direct Selling under Pressure as Consumers Shift Online
Digital Outreach Transforms Customer Interaction and Brand Loyalty
Chart 171 - Digital Tools Key to Driving Sales
Chart 172 - Value Sales 2020-2030
Chart 173 - Value Sales by Category 2025

WHAT'S NEXT?

Herbalife and Zinzino Leverage Health Trends to Sustain Engagement
Players Need to Embrace Sustainability to Boost Brand Loyalty
Chart 174 - Forecast Value Sales 2020-2030
Chart 175 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Eqology Strengthens Its Lead as Other Players Lose Ground
Chart 176 - Company Shares 2025
Chart 177 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 178 - Economic Context for Direct Selling
Chart 179 - Real Gdp Growth 2020-2030
Chart 180 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 181 - Consumer Context for Direct Selling
Chart 182 - Population 2020-2030
Chart 183 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Retail E-Commerce in Norway

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail E-Commerce Summary

KEY INDUSTRY TRENDS

Chart 184 - Key Industry Trends for Retail E-Commerce

INDUSTRY PERFORMANCE

Elkjøp and Komplett Secure Loyalty with Rapid Delivery and Range
Mobile Commerce a Key Growth Engine
Wolt Drives Instant Delivery While Netonnet Redefines the Hybrid Store Concept
Chart 185 - Netonnet Blends Online Efficiency with In-Store Convenience
Chart 186 - Value Sales 2020-2030
Chart 187 - Value Sales by Category 2025

WHAT'S NEXT?

Players Leverage Ai and Fast Delivery to Reshape Consumer Expectations
Chart 188 - Wolt Utilises Dark Stores for Speedy Deliveries
Domestic Players Should Benefit From Cross-Border E-Commerce Reforms
Chart 189 - Forecast Value Sales 2020-2030
Chart 190 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Temu Disrupts Price Competition as Komplett Defends Leadership
Chart 191 - Analyst Insight for Retail E-Commerce
Chart 192 - Company Shares 2025
Chart 193 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 194 - Economic Context for Retail E-Commerce
Chart 195 - Real Gdp Growth 2020-2030
Chart 196 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 197 - Consumer Context for Retail E-Commerce
Chart 198 - Population 2020-2030
Chart 199 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/retail-in-norway/report.