

Mobile E-Commerce (Goods) in Norway

March 2022

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Mobile E-Commerce (Goods) in Norway - Category analysis

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2021 DEVELOPMENTS

Confidence in mobile e-commerce payment strengthens Norway

Physical outlets turn to mobile payments to reduce contact amid the pandemic

PROSPECTS AND OPPORTUNITIES

Further development expected in the forecast period

Mobile platforms will continue to be improved with hyperlocal delivery services a possible strategy to boost growth

Payment options sustain share of domestic mobile e-commerce although foreign brands are increasingly adapting

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Sustainability sees revived interest whilst some pandemic trends remain

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