

# Traditional Grocery Retailers in Norway

March 2022

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## Traditional Grocery Retailers in Norway - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Competition from modern grocery retailers moderates surging demand

Vinmonopolet continues dominating sales

Hot summer and domestic tourism boosted sales for ice cream vendors

#### PROSPECTS AND OPPORTUNITIES

Steady growth expected after one year of normalisation

Lack of change in alcohol retailing laws set to protect share of Vinmonopolet

E-commerce to have limited impact on sales of traditional grocery retailers

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Sustainability sees revived interest whilst some pandemic trends remain

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Informal retailing

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