

# Coop Norge Handel AS in Retailing (Norway)

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## Abstracts

Following the acquisition of over 300 ICA and Rimi stores, Coop Norge Handel aims to reinforce its position as the second largest among grocery retailers in Norway. The retailer is expected to use its new-found position of strength by dictating lower prices from wholesalers, thus being able to cut its own prices and increase its value share within grocery retailing over the forecast period.

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