

# Grocery Retailers in Norway

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## Abstracts

The most important factor affecting grocery retailers in 2016 was the completion of the takeover of ICA Norge. This was mainly carried out by Coop Norge, which, by the middle of 2016, completed the rebranding of hundreds of former ICA and Rimi stores into its various brands such as Coop Prix, Coop Mega and Coop Extra. In order to satisfy the Norwegian Competition Authority, Coop's rival, Norgesgruppen, has also benefited from this deal, acquiring 50 former ICA stores. Overall, this takeover has...

Euromonitor International's Grocery Retailers in Norway report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

**Product coverage:** Modern Grocery Retailers, Traditional Grocery Retailers.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Grocery Retailers market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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