

# IKEA AS in Retailing (Norway)

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Date: March 2013

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: I196CF9B7EBEN

## Abstracts

IKEA plans to continue to increase its market share in several areas but particularly in furniture and homeware. The company intends to expand further in Norway, by opening three new stores in Larvik, Vestby and Tromsø in the forecast period. This expansion will significantly increase its value shares in the future.

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