

# Mobile E-Commerce (Goods) in Norway

<https://marketpublishers.com/r/M46FF9F550D7EN.html>

Date: March 2022

Pages: 46

Price: US\$ 990.00 (Single User License)

ID: M46FF9F550D7EN

## Abstracts

Given the initial reaction to the onset of the pandemic in early 2020 and the restrictions imposed in 2021 due to the new wave of the virus, Norwegian retailers have experienced periods of low footfall in their outlets over the last few years. Many consumers turning to e-commerce have done so via their mobile devices due to the ease of access and high penetration of smartphone ownership in the country. Although mobile e-commerce is particularly prominent amongst younger consumers, this phenomeno...

Euromonitor International's Mobile E-Commerce (Goods) 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.

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

### Why buy this report?

Get a detailed picture of the Mobile E-Commerce (Goods) 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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