

Mobile Internet Retailing in Norway

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Abstracts

With more than 80% of the Norwegian population owning a smartphone and more than 90% of the adult population having one, Norway has one of the highest smartphone penetration rates in the world. In 2018, 74% of those in the 65-74 age group had a smartphone, while in the 75-79 age group the figure stood at 47%, according to Statistics Norway. Among under 55s, the figure was close to 99%. With 99% of the population and 75% of the land area covered by 4G, accessibility in Norway is above 90% of the...

Euromonitor International's Mobile Internet Retailing 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 Internet Retailing 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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