

# Norgesgruppen ASA in Retailing (Norway)

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## Abstracts

Norgesgruppen aims to reinforce its position as the leading player in grocery retailing in Norway through the growth of its main brands, led by Kiwi and Meny at opposing ends of grocery retailers. Growth is expected to be achieved both organically and through taking value share away from its competitors through strong product ranges, low pricing and smart marketing.

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