

# XXL Sport & Villmark AS in Retailing (Norway)

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## Abstracts

XXL aims to continue to expand in Norway over the forecast period, with further outlets expected to be opened and its share set to continue to grow quickly in sports goods stores. A strong focus on low prices and wide product variety will continue to put pressure on smaller players as XXL positions itself as a chain which can cater for all sports and outdoor activities. Growth will also be supported by a continued strong performance in internet retailing over the forecast period.

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