

Discounters in Norway

February 2025

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Discounters in Norway - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Outlet expansion accelerates in discounter category

Kiwi and Rema 1000 dominates the discounter landscape

Norwegian grocery retailers face major antitrust fines

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Consumers will be drawn to cheaper prices

Sustainability initiatives are strategic focus

Newcomer Gigaboks by Norgesgruppen faces bright future

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