



# Supermarkets in Norway

February 2024

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## Supermarkets in Norway - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Supermarkets perform well as price competition intensifies  
Price guarantees are used to reassure supermarket customers  
Supermarket chain Meny creates new centralised store to build e-commerce business

#### PROSPECTS AND OPPORTUNITIES

Supermarkets to deploy new digital solutions  
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The issue of product selection is to come into focus

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