



Euromonitor  
International

# Convenience Retailers in Norway

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Outlet consolidation takes place to optimise sales performance
- Bunnpris extends its leading position in convenience retailers
- 7-Eleven aims to enhance the customer experience in-store and online

PROSPECTS AND OPPORTUNITIES

- Rising price competition from supermarkets and discounters
- Tobacco withdrawal may negatively impact sales
- Forecourt retailers develop self-service and vending as grocery sales fall

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- Consumers still economise on non-essentials goods
- What next for retail?

OPERATING ENVIRONMENT

- Informal retail
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