

# **Convenience Retailers in Norway**

February 2024

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## Convenience Retailers in Norway - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Competitive stakes intensify as inflation remains high Joker is unable to pull back its leading position against Bunnpris Convenience retailers adapt product selection in difficult economic climate

## PROSPECTS AND OPPORTUNITIES

Convenience retailing to come under further pressure Leading players to innovate with self-service and 24/7 stores Blurring of the distinction between discounters and convenience stores

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