



Supermarkets in Norway

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Supermarkets Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Supermarkets

INDUSTRY PERFORMANCE

Supermarkets Defend Their Share through Pricing and Innovation

Chart 2 - Coop Taps into Nutrition and Sustainability Trends

Coop Extra Champions Healthy Eating and Waste Reduction to Gain Consumer Trust

Chart 3 - Meny Blends Shopping with Sports

Meny Leverages Community Integration to Differentiate and Drive Loyalty

Chart 4 - Value Sales 2020-2030

WHAT'S NEXT?

Norgesgruppen Advances Automation to Extend Store Hours and Boost Flexibility

Coop Deepens Loyalty Engagement to Counter Discounter Pressure

Regulatory Fines Prompt Changes in Pricing Transparency

Chart 5 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Chart 6 - Analyst Insight for Supermarkets

Coop Extra Accelerates Innovation to Secure Lead in Value-Focused Landscape

Meny Elevates Premium Experience and Local Sourcing to Drive Growth

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Supermarkets

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Supermarkets

Chart 13 - Population 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/supermarkets-in-norway/report.