



# Appliances and Electronics Specialists in Norway

February 2024

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## Appliances and Electronics Specialists in Norway - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Demand weakens for appliances and electronics retailers  
Netonnet enjoys success with omnichannel strategy  
Live-shopping events are a powerful marketing tool

#### PROSPECTS AND OPPORTUNITIES

Slow value growth expected in forecast period  
Omnichannel strategies of greater importance for players  
Services will be added to boost profits

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Home investments slowdown in the post-pandemic era  
What next for retail?

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