

# Vending in Norway

February 2024

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## Vending in Norway - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Vending enjoys strong growth in constant value terms  
Operators stick to traditional products  
Limitations and challenges for vending

#### PROSPECTS AND OPPORTUNITIES

Continued growth, although the product range is unlikely to expand  
Vending could capitalise on potential to widen offering in rural areas  
Selecta and Coca-Cola will continue to lead the fragmented channel

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Retail in 2023: The big picture  
Smaller affordable purchases are a high priority for shoppers  
Home investments slowdown in the post-pandemic era  
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### OPERATING ENVIRONMENT

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