

Norway

Population - 5.4 million
Capital - Oslo
Currency - Norwegian Kroner
Main language - Norwegian



156.7bn
NOK

The Norwegian eCommerce market produced revenues amounting to 156.7bn NOK in 2020

75.4%

With a share of 75.4% the eCommerce market generated the highest revenue in Norway's digital sector for 2020

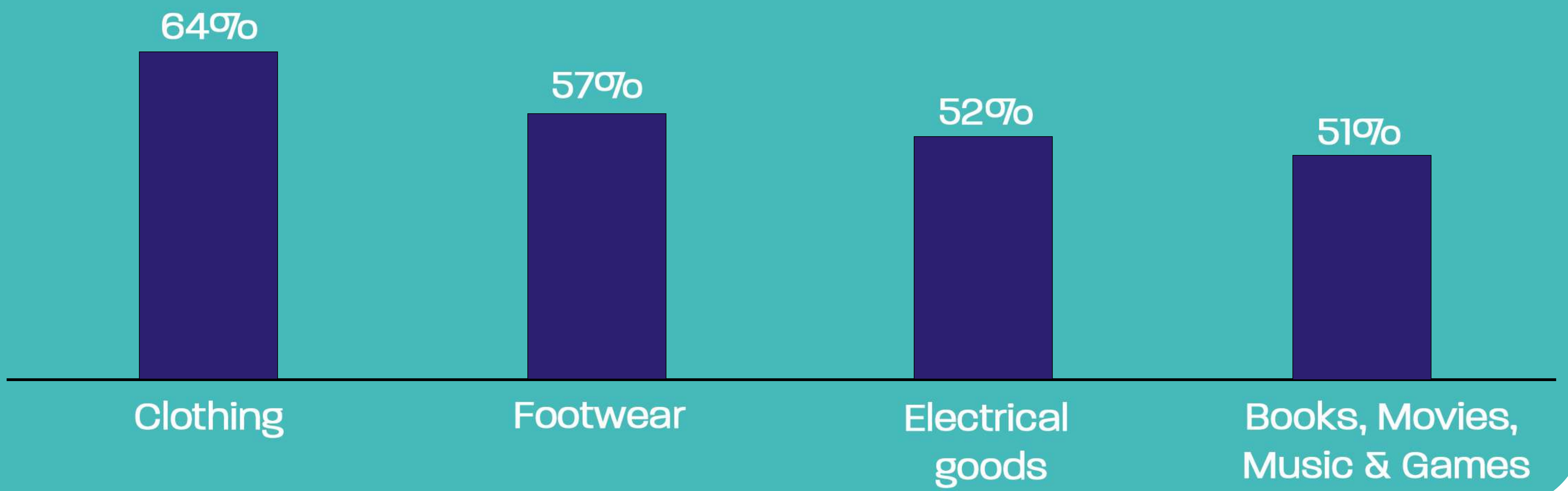
3.9%

Norwegian eCommerce revenues are expected to have a positive annual average growth of 3.9% by 2025

7,781.7m
USD

The Norwegian eCommerce market is expected to reach a market volume of 7,781m USD by 2025

Sectors Norwegian consumers are most interested in...



The most successful online shops are...

- * Elkjop.no
- * Komplet.no
- * Zalando.no

Other retailers include; Apple.com, Kolonial.no & HM.com

Delivery methods offered by leading online retailers...

- * Delivery to mailbox
- * Home delivery
- * Collection from distribution point

Other delivery methods include: home delivery & parcel machine pickup

425m
USD

The top store in Norway 2020 produced net sales of 425m USD

4.8%

E-commerce made up 4.8% as a share of Norway's total GDP in 2021

14.5bn
NOK

The value of fashion purchased online in 2020 was 14.5bn NOK in Norway