



NORWAY

By Reidar MOLTHE, *Dagligvarehandelen*

RETAIL TRENDS

In 2015 we went from four to three main players in the Norwegian market. This is the greatest change we have seen in a long time. Ica and Rimi will disappear as concept chains and the remaining players are NorgesGruppen (40%), Coop (34%) and Rema 1000 (24%). One would think that with three players instead of four the price competition would be milder. The opposite has actually happened: the price war is stiffer than ever.

CONSUMER TRENDS

We see four main consumer trends. These are convenience, health, local and ecological food. The mega trend of natural and healthy food continues. Commodities with premium quality, often sourced locally, from a nearby farm, are something customers appreciate. Production should be sustainable throughout the value chain and as natural as possible. Microwave is out. High quality is no longer just for food snobs. Customers want the best of all worlds. Cheap, convenient and smart.

TREND 1: PRICE WAR

Price war is the most notable trend in the market. It also increases the discount store's selection. Kiwi, Rema 1000, Coop Extra are now focusing more on fresh foods and typical weekend products. Discount stores are competing more and harder with the supermarkets.

Lerøy Bredes Fresh Fish

Brand: Lerøy

Launch date: 01/2015

Category: Fresh products

Family: Fish and seafood



General description: Lerøy breaded products are tasty and healthy. They have become a favorite among many families with children. This crispy and tasty dish can be served as dinner as well as a snack.

Why is this product a success? We want to eat healthy and we want to add more fish to our diet. It is convenient, it is local and it is natural.

TREND 2: HEALTH

Health is a key trend. Fruit, vegetables and fish are increasing and even the low price chains now sell a lot of fresh packed fish.

SALMARAW

Brand: Salmaraw

Launch date: 01/2015

Category: Fresh products



Family: Fish and seafood

General description: SALMARAW is a ready to go sashimikit which contains fresh SALMA sashimi, ponzusauce, toasted sesame seeds and a specially designed eating utensil. The whole thing is packed in a container which makes it easy to eat on the go.



Why is this product a success? During the entire development, the focus was on the product: how it could be enjoyed in many different situations and how to make SALMA and fresh salmon available “on the go”. In addition Salmarow opens up for sales in new channels where fish are underrepresented.

TREND 3: LOCAL FOOD

- The willingness to pay for local and Norwegian food is increasing significantly. Norwegian production of agricultural products is important to more and more people.
- Due to the popularity of the low carb diet the fear of fat has diminished.

Jæren Smak Ribbe

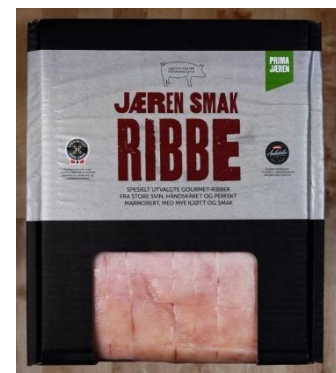
Brand: Prima Jæren

Launch date: 09/2015

Category: Frozen products

Family: Savory Frozen Products

General description: Based on the culinary traditions of Jæren, JÆREN SMAK is the result of a collaboration in meat production, from farmer to consumer. Determined to improve the quality and taste experience of Norwegian meat. Selected farms - no more than one hour drive from the Prima Jæren production facilities, are certified for production of JÆREN SMAK pork. JÆREN SMAK Traditional Pork Belly is the only product of its kind in Norway which has been designated Matmerk Specialty—Unique flavor.



Why is this product a success? JÆREN SMAK pigs are bred on the basis of its premium flavor. The animals have approximately 15% higher slaughter-weight than standard pork and the meat contains more marbled fat. This makes the meat optimal for processed products. The meat is also far more tasty than normal ribs.



TREND 3: LOCAL FOOD

Klippfisk til Bacalao

Brand: Klippfisk til Bacalao

Launch date: September 2015

Category: Salted and dried products

Family: Fish and seafood



General Description: The product “Klippfisk til Bacalao” is in short 400 grams of handcraft tradition of making salted and dried clipfish adapted to the modern consumers’ market. It is all about identity. At the factory, Dybvik Clipfish gets its unique texture and taste that has made it popular and famous around the world. Klippfisk til Bacalao is delicately wrapped in 400 gram bags. Rapid desalting with only six hours in water. Custom-made for smaller households, but still a reasonable dinner option for 2 adults and 2 children.

Sales have exceeded all expectations and more than doubled the budget. The product’s commercial success has contributed to a board decision to design and launch the product in the European market.

NEW RETAIL CONCEPT

The newest is the E-trade concept www.marked.no because of the new pick and distribution system. There are several other interesting E-Trade concepts: www.kolonial.no, www.adamsmatkasse.no, www.retthjem.no, www.godt levert.no

DO NOT MISS

Meny CC Vest, a very good store, the biggest and most profitable supermarket in Norway.

Rema 1000, Signaturgården, Bekkestua. The store of the year in Rema 1000, 2015.

Kiwi XL, Åssiden, Drammen, a new and modern Kiwi concept.

Mega, Madla, Sandnes - Highest turnover in the chain, high profitability, high knowledge in all departments; a food temple with great promotions and inspirational activities.