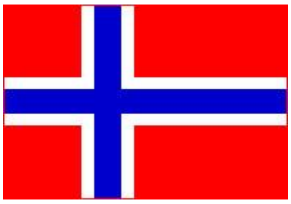


COUNTRY FACT SHEET: # NORWAY

General information

Capital:	Oslo	**Population:**	5.0m (2013)
Surface area:	323.802 km²	**Unemployment rate:**	3.5% (2013)
Official language(s):	Norwegian	**Households:**	2.3m (2013)
Currency:	NOK Norwegian Krone	**Average household size:**	2.2 (2011)
Trading language(s):	English		

Key macroeconomic indicators

GDP growth

Economic Outlook	Year	Norway
Real GDP Growth (Source: OECD)	2012	1,80%
	2013	1,30%
	2014	1,20%

Inflation

Economic Outlook	Year	Norway
Inflation (Source: OECD)	2012	0,80%
	2013	1.1%
	2014	1,30%

Unemployment

Economic Outlook	Year	Norway
Unemployment (Source: OECD)	2012	3,30%
	2013	3,50%
	2014	3,60%

Currency

Economic Outlook	Year	Norway
Exchange rate vs € (Source: OECD)	2012	7,5
	2013	7,4
	2014	7,3

Food industry structure

- Food export takes up 19% of the total Danish export
- Key exported products are Salmon, Cheese, Aquavit
- Largest : Tine(Jarlsberg), Orkla(Major food conglomerate heavily involved in Sweden and Denmark) and Norwegian salmon
- Export 2011: € 7,2 bio / Import 2011: € 7,9
- EU is most important trading partner.

Grocery retail structure

- High concentration, Central depots, Central/Decentral store control, Central buying , Central Marketing
- Discounters are most important formats (45% of market)
- Top 3 retailers account for almost 85% of grocery market
- Discount sector growing fast and expected to be +50% of total turnover by 2016

FEVIA Vlaanderen Federatie Voedingsindustrie

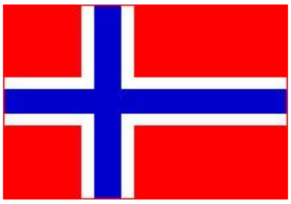
Compiled by Green Seed Nordic www.greenseedgroup.dk
May 2013

Sources: OECD, Denmark Statistics, Trade journals, Own knowledge
In collaboration with the Flemish government and Flanders Investment & Trade

green seed International Food Consulting

COUNTRY FACT SHEET:

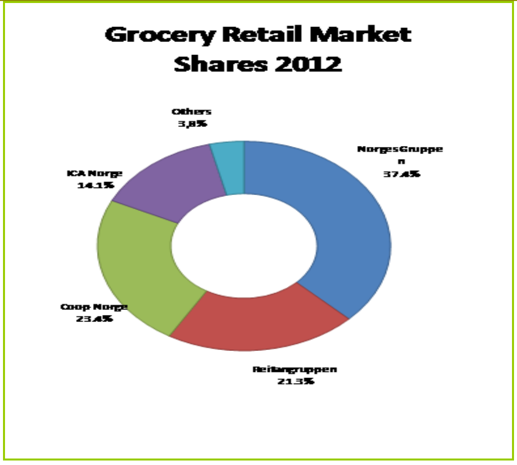
NORWAY



Major grocery retailers

Norgesgruppen is the largest retailer

Norgesgruppen			
Store concepts	Description	Assortment	Pricing
KIWI mini pris	Discountert	Narrow range of FMCG. Focus on Organic and Fruit/Vegetables	Low prices
MENY	Supermarkets	Wide range of products .	Average prices
SPAR	Supermarkets/ Neighbourhood stores	Moderate range of products	Higher prices
ULTRA MATVAREHUSET + Others	Fine Supermarkets Private ownership	Wide branded product range	High prices
CENTRA + Others	Neighbourhood stores	Limited product range	High prices



Foodservice structure

- Norwegian Foodservice market is valued at € 4 bio
- Wholesaler Asko plays key role in the Norwegian catering market/60% M-share.Owned by Norgesgruppen.
- Leading restaurant/pub chains include Peppes Pizza, McDonalds(largest chain), Burger King

Main food shows

- Smak(Lillestrøm/Oslo)Herning) 4.-7. March 2014 , every 2 years attracting retail and foodservice(mainly) trade

Main trade magazines

- Handelsbladet FK, grocery retail sector, Circulation: 19.659
- Dagligvarehandelen, grocery retail sector, Circulation: 17.910
- Horeca, Foodservice, Circulation; 5.924

Consumer behaviour today & expected food trends – Opportunities for Flemish food exporters

- Large national chains within Bakery, Pizza, State Monopoly in Alcohol so opportunity to deal direct with these
- Healthy products, rise in free-from products
- Private label penetration is slightly over 20%, so clear grow opportunity. More focus on “premium products”
- Out of home eating increasing.Strong buying power.

EVALUATION OF MARKET AND OPPORTUNITIES

- Centralized grocery retail market – Necessecary to deal with local partner
- Retailers are open to new concepts but they expect local backing and knowledge.
- Norway is outside EU but operates under EU food law. Import duties and Agricultural Elements apply.There are differences in labelling requirements/permitted ingredients which need to be checked. VAT rate of 15%.
  → Possible to approach if dedication is there – Very good opportunities for exporters who stay focused and are perseverant and who are willing to work in partnership with Norwegian importers

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