

Norway outdoor power brand new market





Overview

Why does Norway have a power market?

The growing share of intermittent production technologies, such as wind and solar, makes it even more vital that there is flexibility available in the rest of the system. The power market in Norway was deregulated in 1991, when few countries had market-based power systems. The market is now a fundamental element of the Norwegian power supply.

How is the outdoor power equipment market changing?

The Outdoor Power Equipment market continues to evolve at a rapid pace, reshaping how consumers shop, which brands they trust, and what drives their purchase decisions.

What is the electricity market like in Norway?

Norway has an open electric market, integrated with the other Nordic countries over the Synchronous grid of Northern Europe. Export and import is routine over the direct power links to Sweden, Denmark, and the Netherlands. The market is handled by Nord Pool, and has 5 price zones in Norway. Financial future contracts are traded at NASDAQ OMX.

Which stores dominate outdoor power equipment sales in Q2 2025?

In Q2 2025, brick-and-mortar stores continued to dominate OPE sales, though online purchases have carved out nearly a third of the market: Online Can't Be Ignored: In-store remains the dominant channel for Outdoor Power Equipment sales, capturing 69% of purchases. However, the 31% of sales happening online signals a major behavioral shift.



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Outdoor Equipment

Norway: In 2025, the revenue in the Outdoor Equipment market in Norway amounts to US\$61.18m Norwegian Kroner. Definition: Outdoor equipment refers to a variety of products ...



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