

## Industry and market trends norway

With an aggregate Gross Domestic Product (GDP) exceeding USD 1.8 trillion and a combined population of 27 million people, the Nordics are of genuine interest to many U.S. companies with leading and advanced products, technologies, and services. o Norway is a modern, energy-rich country with a population of 5.5 million.

Market research on consumer products, commercial industries, demographics trends and consumer lifestyles in Norway. Includes comprehensive data and analysis, tables and charts, with five-year forecasts.

The snapshot offers a concise summary of the Norway's economic trends and prospects, drawing from the OECD Economic Survey, Economic Outlook, and Economic Policy Reform: Going for Growth reports, delivering in-depth analyses of economic trends, suggested policy recommendations, alongside an overview of structural policy developments.

In 2023, real GDP growth in Norway slowed to 1.2%, due to a drop in household consumption, but it continued to outperform the Western European average, thanks to strong per capita expenditure. Despite declining imports and exports, due to global supply chain interruptions, Norway managed to achieve a budget surplus in 2023, supported by its ...

The Economic trends articles describe the economic situation in Norway and abroad and give estimates of the main economic variables for the current year and the three subsequent years. The forecasts are mainly prepared by researchers in the research department.

The Norwegian market offers many attractive opportunities for U.S. ...

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The reopening and removal of infection control measures early in 2022 led to increased service consumption, normal operations in the industries that were restricted by the pandemic and a large workload for businesses. The service industries that were affected by the pandemic contributed the most to GDP measured in constant prices. Most of the recovery after the pandemic was completed in the autumn of 2021, but since activity in parts of the economy was limited in 2021, there was a significant positive overhang into 2022.

- During the pandemic, there were great uncertainties about which long-term consequences the lockdown measures could have. The economy proved to be more resilient than most expected, and instead of long-term low activity and waves of bankruptcies and exclusions from the labour market, employment increased quickly and economic activity recovered, says Head of National Accounts, Pål Sletten.

The labour market has been strong in 2022, but growth in the number of jobs slowed towards the end of the year. Employment increased quickly after the pandemic and has grown since the second half of 2021. Labour participation has been high, and unemployment is low.

Although many prices increased in 2022, the increase in the price of oil and gas overshadowed all other prices in 2022. Measured in current prices, total GDP increased a solid 32.2 per cent, corresponding to 1 358 billion NOK, which is the highest measured growth in the national accounts. Although there were broad price increases in 2022, it was mainly the rise in the price of oil and gas that contributed to the enormous growth in nominal GDP. Since these are exported goods, Norway's trade balance is estimated at 1 579 billion NOK in 2022.

The large increase in electricity and petrol prices has given business increased production costs, which has been a significant reason for the high prices in 2022. It seems that businesses have largely managed to transfer the increase in costs to the retail prices, so that the operating results have remained good. This has led to a significant increase in consumer prices, which has reduced households' purchasing power. It is likely that the financial support households received during the pandemic has helped to keep demand up.

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Web: <https://kary.com.pl/contact-us/>

Email: [energystorage2000@gmail.com](mailto:energystorage2000@gmail.com)

WhatsApp: 8613816583346

