

Report from NBF NORWAY (Norsk Butikkinnredningers Forening) to ISO.

All the member companies in NBF had a very difficult year in 2009. Some of our members have experienced a sales decline from 10 – 35 %. Companies who are supplying the non-food business have higher decline than the companies who supplies the food retailers. All retail design firms, visual merchandising providers, point-of-purchase and store fixture manufacturers in Norway have declined business in 2008 and beginning of 2010. Our estimate is that the industry declined by 25 % last year.

The positive side is that the customers now in April - May 2010 are starting to invest in new stores and refurnishing their old. So there is new optimism in all of the industry segments.

But it will be 2011 and 2012 before we are back to the rebound years we had in 2007 and 2008.

NBF.

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