The winners have been announced â€“ these are the year's best online stores in Norway

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After months of thorough testing and evaluations of Norwegian online stores, "Online Store of the Year" was named during Posten Bring's awards ceremony on Tuesday evening in Oslo.

– In a market where customers are more demanding than ever, it is the online stores that are able to see the entire customer journey as a whole that really stand out. This year's winners show that long-term work with technology, logistics and customer service not only results in satisfied customers, but also competitiveness over time, says jury leader Stian Andersen from Posten Bring.

The online shopping awards are being presented for the 21st time. Over the past six months, nearly 1,000 Norwegian online stores have been analyzed and tested on everything from user-friendliness and customer service to delivery, returns and sustainability.

These are the winners:

CATEGORY SMALL: Carma from Trondheim was named online store of the year in the small category.

In the category for smaller online stores (turnover up to NOK 50 million), Carma came out on top.

– Carma has managed to build a clear concept and a strong universe around the products and its own brands. They have good insight into the target group, are present in the customer dialogue and deliver a consistently solid shopping experience – despite limited resources, the jury explains.

Barbershop and Sliktipott were also nominated in this category.

– I'm completely shocked, it's so nice to be appreciated when we offer ourselves as we do. We ourselves think this was very well deserved, says founder of Carma, Hilde Wedø.

CATEGORY MEDIUM: Vita won the online store of the year in the medium category. Among online stores in the medium category (turnover 50–250 million kroner), Vita was named the best of the year.

– The winner has a clear position in the market and delivers a shopping experience that is both inspiring and professional. They work structured on improvements, have high quality customer service and succeed in

creating trust and loyalty among customers, says the jury.

Vertical Playground and Volt were the other finalists.

– It has been a very exciting journey with a lot of trial and error since we started the online store in 2019. Winning online store of the year is incredibly cool. We have managed to achieve profitable growth in a competitive market, says e-commerce manager Beate Christensen at Vita.

WON AGAIN: BliVakker was the online store of the year for the second year in a row.
In the category for the largest online stores (turnover over 250 million kroner), the victory went to BliVakker .

– This is a player that over time has shown an impressive ability to develop and lead the entire industry. They have listened to customers, tested new solutions and continuously improved the entire purchasing journey. The result is a top-class online store, both in terms of user-friendliness, logistics and customer service, says the jury leader.

IKEA and Fjellsport were also nominated in the category.

– It feels unreal to win two years in a row since there are so many good competitors. I am very proud of our team and it is fun that the jury sees that we have taken the website further and that we dare to test new things, says CEO Kolbjørn Ertzeid of BliVakker.

FACTS:

- The online shopping awards were presented for the 21st time on February 10th at Carls in Oslo.
- Nearly 1,000 online stores were nominated by their customers' own customers. Over the course of almost six months, the jury conducted extensive research and test purchases to select nine finalists - who ultimately ended up as three winners of "Online Store of the Year."
- The jury consists of jury chair Stian Andersen, head of commercial business development in e-commerce and logistics at Posten Bring, Monica Solberg, head of Experimentation at Vend, Roy-André Tollefsen, head of product development at Flow Retail, Torkel Johannessen, head of Impact Commerce in Norway, Stian Moldvær Larsen, partner at Ignite Capital, Vikki Nathalie Walle Hansen, owner of Kråke Konsulting, Nicholas Dempsey Teigen, Brand Partnerships Manager at TikTok and jury coordinator Kjersti Pedersen from Posten Bring.

Source: Posten bring

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