

## These could be the online stores of the year

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Nine finalists have been selected from nearly 1,000 nominees for the 2026 Online Retail Awards. The winner will be announced on February 10th, with the coveted title of "Online Retailer of the Year" being announced.

These are the best online stores in Norway in each category. Over the past few months, they have been thoroughly evaluated by our jury during the most hectic time of the year for stores, namely Black Week and the pre-Christmas shopping. They have really impressed us, says jury leader Stian Andersen, head of commercial business development in e-commerce and logistics at Posten Bring.

Nearly 1,000 Norwegian online stores were nominated by the stores' own customers. Through an early evaluation process, these were reduced to 157 nominees. Through test purchases and new evaluation rounds, the jury is left with nine finalists:

Finalist category small (up to 50 million NOK in turnover):

- Barbershop
- Spatula
- Carma

The smallest online stores manage to put their personal touch on the entire customer experience and have an impressive ability to

keep up with the larger players. They stand out and are creative, dare to be themselves and utilize the resources they have at their disposal in an impressive way, explains jury leader Andersen.

Finalist category medium (50-250 million NOK in turnover):

- Vita
- Volt
- Vertical Playground

Few things beat a good flow and that is something the online stores in the medium category show. They deliver on a professional level with the customers in focus. They have also gotten past some of the growing pains that one often experiences when the store grows and gets more customers, but the finalists have full control over this. So these are three very deserving finalists, Andersen states.

Finalist large category (over 250 million NOK in turnover):

- IKEA
- Mountain sports
- Stay beautiful

These are the online stores that have reached where all other online stores want to be. They are big, professional and thoroughly good. In our job of selecting the finalists, there have been tiny details that have ensured that these three are now finalists. It is simply class in every way, Andersen says enthusiastically.

#### FACTS:

The online shopping awards will be 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, Monica Solberg, head of Experimentation at Vend, Roy-André Tollefsen, head of product development at Flow Retail, Torkel Johannessen, head of Impact Commerce at , 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.

Source: [Posten Bring](#)