

Europris opens a new store in Høyanger

2026-08-25

Fredrikstad, 25 August 2026: Europris has today opened a new store in Høyanger (Vestland). This marks the group's second store opening in 2026. With this addition, Europris now operates 290 stores nationwide, with a presence in all Norwegian counties.

"We are pleased to open Europris Høyanger and become part of the local community. We look forward to welcoming customers to a convenient and affordable shopping experience, with a broad assortment for everyday needs, seasonal products, and special occasions throughout the year," says CEO Espen Eldal.

The group comprises Norway's leading variety retail chain, Europris, the Swedish retailer ÖoB, and holds full or partial ownership in the e-commerce groups Lekekassen and Strikkemekka. The Europris chain operates 290 stores in Norway (269 directly operated and 21 franchised locations), while ÖoB manages 92 directly operated stores throughout Sweden, and Lekekassen operates two physical stores in Norway. The group's operations are coordinated from its head office in Fredrikstad, Norway, with logistics centres in both Norway and Sweden. The group's growth strategy remains unchanged, and its expansion in discount variety retailing will continue through both physical stores and the online channel.

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