



# Beauty and Personal Care in Norway

April 2024

Table of Contents

## Beauty and Personal Care in Norway

### EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

### MARKET DATA

Table 1 - Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 2 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 3 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 4 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 5 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 6 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 7 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 8 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 9 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 10 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Baby and Child-Specific Products in Norway

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Minimalism reigns supreme: Less is more for Norwegian parents

Declining birth rates compound the stagnation

A ray of sunshine: Sun care stands out

#### PROSPECTS AND OPPORTUNITIES

Limited growth potential: A reality check

Segmentation and pharmacy sales: A path forward?

Sun care: A beacon of hope

### CATEGORY DATA

Table 11 - Sales of Baby and Child-specific Products by Category: Value 2018-2023

Table 12 - Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023

Table 13 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023

Table 14 - NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023

Table 15 - LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023

Table 16 - LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2020-2023

Table 17 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023

Table 18 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023

Table 19 - Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028

Table 20 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028

Table 21 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

## Bath and Shower in Norway

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

A post-pandemic correction  
Premiumisation takes hold in body wash  
Unfulfilled potential: Bath additives and intimate washes

### PROSPECTS AND OPPORTUNITIES

Price sensitivity takes centre stage  
Premiumisation: A persistent force  
Untapped potential in smaller categories

### CATEGORY DATA

Table 22 - Sales of Bath and Shower by Category: Value 2018-2023  
Table 23 - Sales of Bath and Shower by Category: % Value Growth 2018-2023  
Table 24 - Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023  
Table 25 - NBO Company Shares of Bath and Shower: % Value 2019-2023  
Table 26 - LBN Brand Shares of Bath and Shower: % Value 2020-2023  
Table 27 - LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023  
Table 28 - Forecast Sales of Bath and Shower by Category: Value 2023-2028  
Table 29 - Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028  
Table 30 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

## Colour Cosmetics in Norway

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Colour cosmetics: A beacon of growth  
Premiumisation reigns supreme  
Embracing newness: A thirst for innovation

### PROSPECTS AND OPPORTUNITIES

Growth with nuance  
The digital landscape: A breeding ground for new trends  
Value drivers: Clean beauty takes centre stage

### CATEGORY DATA

Table 31 - Sales of Colour Cosmetics by Category: Value 2018-2023  
Table 32 - Sales of Colour Cosmetics by Category: % Value Growth 2018-2023  
Table 33 - NBO Company Shares of Colour Cosmetics: % Value 2019-2023  
Table 34 - LBN Brand Shares of Colour Cosmetics: % Value 2020-2023  
Table 35 - LBN Brand Shares of Eye Make-up: % Value 2020-2023  
Table 36 - LBN Brand Shares of Facial Make-up: % Value 2020-2023  
Table 37 - LBN Brand Shares of Lip Products: % Value 2020-2023  
Table 38 - LBN Brand Shares of Nail Products: % Value 2020-2023  
Table 39 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023  
Table 40 - Forecast Sales of Colour Cosmetics by Category: Value 2023-2028  
Table 41 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

## Deodorants in Norway

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

A market reaching saturation  
Deodorant sticks: A beacon of premiumisation  
Channel disruption and deodorant roll-ons

#### PROSPECTS AND OPPORTUNITIES

A product area with limited growth potential  
The looming shadow of low-cost stores  
A premium revival for deodorant sprays?

#### CATEGORY DATA

Table 42 - Sales of Deodorants by Category: Value 2018-2023  
Table 43 - Sales of Deodorants by Category: % Value Growth 2018-2023  
Table 44 - Sales of Deodorants by Premium vs Mass: % Value 2018-2023  
Table 45 - NBO Company Shares of Deodorants: % Value 2019-2023  
Table 46 - LBN Brand Shares of Deodorants: % Value 2020-2023  
Table 47 - LBN Brand Shares of Premium Deodorants: % Value 2020-2023  
Table 48 - Forecast Sales of Deodorants by Category: Value 2023-2028  
Table 49 - Forecast Sales of Deodorants by Category: % Value Growth 2023-2028  
Table 50 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

#### Depilatories in Norway

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

A mature market with limited innovation  
Subscription services: A potential disruptor  
Skinification and the natural ingredient trend

#### PROSPECTS AND OPPORTUNITIES

A mature product area with limited growth potential  
Declining appeal of advanced at-home hair removal solutions  
A consolidated product area dominated by established players

#### CATEGORY DATA

Table 51 - Sales of Depilatories by Category: Value 2018-2023  
Table 52 - Sales of Depilatories by Category: % Value Growth 2018-2023  
Table 53 - Sales of Women's Razors and Blades by Type: % Value Breakdown 2019-2023  
Table 54 - NBO Company Shares of Depilatories: % Value 2019-2023  
Table 55 - LBN Brand Shares of Depilatories: % Value 2020-2023  
Table 56 - Forecast Sales of Depilatories by Category: Value 2023-2028  
Table 57 - Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

#### Fragrances in Norway

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

A fragrance boom beyond the pandemic  
Mass market surprise: A youthful renaissance  
The allure of premium: Niche, innovation, and image

#### PROSPECTS AND OPPORTUNITIES

A maturing product area with continued growth  
Niche fragrances: A rising star

Established powerhouses: Maintaining allure

#### CATEGORY DATA

Table 58 - Sales of Fragrances by Category: Value 2018-2023

Table 59 - Sales of Fragrances by Category: % Value Growth 2018-2023

Table 60 - NBO Company Shares of Fragrances: % Value 2019-2023

Table 61 - LBN Brand Shares of Fragrances: % Value 2020-2023

Table 62 - LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023

Table 63 - LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023

Table 64 - Forecast Sales of Fragrances by Category: Value 2023-2028

Table 65 - Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

#### [Hair Care in Norway](#)

#### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

A post-pandemic plateau with enduring habits

The allure of natural ingredients

The hair treatment boom

#### PROSPECTS AND OPPORTUNITIES

Premiumisation meets value

The rise of low-cost stores

Value drivers in a mature product area

#### CATEGORY DATA

Table 66 - Sales of Hair Care by Category: Value 2018-2023

Table 67 - Sales of Hair Care by Category: % Value Growth 2018-2023

Table 68 - Sales of Hair Care by Premium vs Mass: % Value 2018-2023

Table 69 - NBO Company Shares of Hair Care: % Value 2019-2023

Table 70 - NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023

Table 71 - LBN Brand Shares of Hair Care: % Value 2020-2023

Table 72 - LBN Brand Shares of Colourants: % Value 2020-2023

Table 73 - LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023

Table 74 - LBN Brand Shares of Styling Agents: % Value 2020-2023

Table 75 - LBN Brand Shares of Premium Hair Care: % Value 2020-2023

Table 76 - Forecast Sales of Hair Care by Category: Value 2023-2028

Table 77 - Forecast Sales of Hair Care by Category: % Value Growth 2023-2028

Table 78 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

#### [Men's Grooming in Norway](#)

#### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

A mature product area with limited growth

The shaving struggle: Facial hair takes centre stage

Fragrances and skin care: Bright spots in a mature market

#### PROSPECTS AND OPPORTUNITIES

Sluggish growth with pockets of opportunity

Segmentation: A key strategy

A bleak outlook for traditional shaving

## CATEGORY DATA

Table 79 - Sales of Men's Grooming by Category: Value 2018-2023

Table 80 - Sales of Men's Grooming by Category: % Value Growth 2018-2023

Table 81 - Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023

Table 82 - Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023

Table 83 - NBO Company Shares of Men's Grooming: % Value 2019-2023

Table 84 - LBN Brand Shares of Men's Grooming: % Value 2020-2023

Table 85 - LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023

Table 86 - Forecast Sales of Men's Grooming by Category: Value 2023-2028

Table 87 - Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

## Oral Care in Norway

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

A mature product area with price pressure

Electric toothbrushes: A source of value

Peripheral solutions: A gradual rise

#### PROSPECTS AND OPPORTUNITIES

A mature product area grapples with stagnation

Electric toothbrushes: A shining star in a mature product area

Peripheral solutions: A potential growth engine on the horizon

## CATEGORY DATA

Table 88 - Sales of Oral Care by Category: Value 2018-2023

Table 89 - Sales of Oral Care by Category: % Value Growth 2018-2023

Table 90 - Sales of Toothbrushes by Category: Value 2018-2023

Table 91 - Sales of Toothbrushes by Category: % Value Growth 2018-2023

Table 92 - Sales of Toothpaste by Type: % Value Breakdown 2019-2023

Table 93 - NBO Company Shares of Oral Care: % Value 2019-2023

Table 94 - LBN Brand Shares of Oral Care: % Value 2020-2023

Table 95 - LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2020-2023

Table 96 - LBN Brand Shares of Toothpaste: % Value 2020-2023

Table 97 - Forecast Sales of Oral Care by Category: Value 2023-2028

Table 98 - Forecast Sales of Oral Care by Category: % Value Growth 2023-2028

Table 99 - Forecast Sales of Toothbrushes by Category: Value 2023-2028

Table 100 - Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

## Skin Care in Norway

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Plateauing after a pandemic boom

A mass market shakeup

Premium powerhouses: Natural ingredients and innovation

#### PROSPECTS AND OPPORTUNITIES

Slower growth, but continued stability

Rise of the niche brands: A sign of informed consumers

Changing demographics: A wellspring of new opportunities

## CATEGORY DATA

- Table 101 - Sales of Skin Care by Category: Value 2018-2023
- Table 102 - Sales of Skin Care by Category: % Value Growth 2018-2023
- Table 103 - NBO Company Shares of Skin Care: % Value 2019-2023
- Table 104 - LBN Brand Shares of Skin Care: % Value 2020-2023
- Table 105 - LBN Brand Shares of Basic Moisturisers: % Value 2020-2023
- Table 106 - LBN Brand Shares of Anti-agers: % Value 2020-2023
- Table 107 - LBN Brand Shares of Firming Body Care: % Value 2020-2023
- Table 108 - LBN Brand Shares of General Purpose Body Care: % Value 2020-2023
- Table 109 - LBN Brand Shares of Premium Skin Care: % Value 2020-2023
- Table 110 - Forecast Sales of Skin Care by Category: Value 2023-2028
- Table 111 - Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

## Sun Care in Norway

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

- Sunshine and sales: A fickle relationship
- Mass outshines premium in aftersun and sun protection
- Self-tanning: A glowing success story

### PROSPECTS AND OPPORTUNITIES

- Sunshine, self-tanning, and outdoor activities
- Sun protection: A focus on efficacy and innovation
- Aftersun: A niche but slowly expanding category

## CATEGORY DATA

- Table 112 - Sales of Sun Care by Category: Value 2018-2023
- Table 113 - Sales of Sun Care by Category: % Value Growth 2018-2023
- Table 114 - NBO Company Shares of Sun Care: % Value 2019-2023
- Table 115 - LBN Brand Shares of Sun Care: % Value 2020-2023
- Table 116 - LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023
- Table 117 - Forecast Sales of Sun Care by Category: Value 2023-2028
- Table 118 - Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

## Premium Beauty and Personal Care in Norway

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

- A multitude of value drivers fuel premium growth
- Fragrances and colour cosmetics: Distinct growth drivers
- Colour cosmetics: Clean beauty and multifunctionality take centre stage

### PROSPECTS AND OPPORTUNITIES

- Stable value sales growth: A sustainable future
- Niche and new brands: Catering to evolving preferences
- Premiumisation beyond core categories: Everyday products take notice

## CATEGORY DATA

- Table 119 - Sales of Premium Beauty and Personal Care by Category: Value 2018-2023
- Table 120 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023
- Table 121 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023

Table 122 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023

Table 123 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2023-2028

Table 124 - Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2023-2028

## Mass Beauty and Personal Care in Norway

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Resurgence of mass beauty with a premium twist

Skin care and sun care: A focus on premiumisation within mass

Colour cosmetics and fragrances: Brands and price sensitivity

#### PROSPECTS AND OPPORTUNITIES

Mass beauty and personal care – Holding steady amidst premiumisation

The unrelenting force of low-cost stores

Grocery-heavy categories – A bridge between mass and premium

#### CATEGORY DATA

Table 125 - Sales of Mass Beauty and Personal Care by Category: Value 2018-2023

Table 126 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 127 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023

Table 128 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023

Table 129 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028

Table 130 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/beauty-and-personal-care-in-norway/report](http://www.euromonitor.com/beauty-and-personal-care-in-norway/report).