

# Men's Grooming in Norway

May 2025

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#### Men's Grooming in Norway - Category analysis

### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Lack of clear segmentation continues to limit overall category growth Fragrances lead value growth while skin care and hair care remain fragmented Discount retailers reinforce functional purchasing patterns and pricing pressure

#### PROSPECTS AND OPPORTUNITIES

Modest forecast as men's grooming struggles to break out of functional positioning Segmentation remains the biggest hurdle to long-term category expansion Innovation to focus on routine-building, multifunctionality, and entry-level premium formats

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