

Skin Care in Norway

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Skin Care in Norway - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Stabilisation after years of rapid growth, but interest in skin health remains strong Fragmentation intensifies as brands succeed across price segments Omni-channel strategies and pharmacy trust define distribution landscape

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Barrier repair and skin health to remain key drivers of value growth K-beauty, niche labels, and demographic shifts to expand category appeal Innovation to focus on actives, formats, and sustainable packaging

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