

Colour Cosmetics in Norway

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Table of Contents

Colour Cosmetics in Norway - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Category continues strong performance with hybrid products and clean aesthetics Fragmentation intensifies as niche, influencer and affordable premium brands rise Omnichannel retailing boosts experimentation and supports niche discovery

PROSPECTS AND OPPORTUNITIES

Skin care—driven innovation to define value growth across base products
Social media, inclusivity and influencer discovery to shape future preferences
Hybrid formats and sustainable innovation to drive future launches

CATEGORY DATA

Table 1 - Sales of Colour Cosmetics by Category: Value 2019-2024

Table 2 - Sales of Colour Cosmetics by Category: % Value Growth 2019-2024

Table 3 - NBO Company Shares of Colour Cosmetics: % Value 2020-2024

Table 4 - LBN Brand Shares of Colour Cosmetics: % Value 2021-2024

Table 5 - LBN Brand Shares of Eye Make-up: % Value 2021-2024

Table 6 - LBN Brand Shares of Facial Make-up: % Value 2021-2024

Table 7 - LBN Brand Shares of Lip Products: % Value 2021-2024

Table 8 - LBN Brand Shares of Nail Products: % Value 2021-2024

Table 9 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2021-2024

Table 10 - Forecast Sales of Colour Cosmetics by Category: Value 2024-2029

Table 11 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2024-2029

Beauty and Personal Care in Norway - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for beauty and personal care?

MARKET DATA

Table 12 - Sales of Beauty and Personal Care by Category: Value 2019-2024

Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024

Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024

Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024

Table 16 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024

Table 17 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024

Table 18 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024

Table 19 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024

Table 20 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029

Table 21 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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