

Oral Care in Norway

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Oral Care in Norway - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Peripheral products and electric toothbrushes support modest value growth Brand loyalty holds, but low-cost channels reshape value dynamics Discount and pharmacy channels gain share as shoppers seek affordability and functionality

PROSPECTS AND OPPORTUNITIES

Low growth forecast as maturity and commoditisation limit value potential Electric toothbrushes remain the primary growth driver Peripheral care products gain relevance amid rising interest in holistic hygiene

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