

Deodorants in Norway

May 2025

Table of Contents

Deodorants in Norway - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Mature habits and low usage frequency continue to constrain growth Pharmacy and premium brands gain share amid changing preferences Low-cost retailers increase market fragmentation and margin pressure

PROSPECTS AND OPPORTUNITIES

Premiumisation to remain modest but focused on sticks and pharmacy formats Discount retailers to shape mass market through price and accessibility Subtle innovation in format, ingredients, and portability to support value retention

CATEGORY DATA

Table 1 - Sales of Deodorants by Category: Value 2019-2024
Table 2 - Sales of Deodorants by Category: % Value Growth 2019-2024
Table 3 - Sales of Deodorants by Premium vs Mass: % Value 2019-2024
Table 4 - NBO Company Shares of Deodorants: % Value 2020-2024
Table 5 - LBN Brand Shares of Deodorants: % Value 2021-2024
Table 6 - LBN Brand Shares of Premium Deodorants: % Value 2021-2024
Table 7 - Forecast Sales of Deodorants by Category: Value 2024-2029
Table 8 - Forecast Sales of Deodorants by Category: % Value Growth 2024-2029
Table 9 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 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 10 - Sales of Beauty and Personal Care by Category: Value 2019-2024

- Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 16 Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 19 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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