

# **Deodorants in Norway**

May 2025

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# 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

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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

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