



Euromonitor
International

Nappies/Diapers/Pants in Norway

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Value sales decline as households prioritise cost savings
- Essity dominates while Kimberly-Clark grows through niche positioning
- Discounters remain the leading distribution channel while e-commerce expands

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Tissue and Hygiene in Norway - Industry Overview

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DISCLAIMER

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