

Beauty and Personal Care in Norway

May 2025

Table of Contents

Beauty and Personal Care in Norway

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 1 - Sales of Beauty and Personal Care by Category: Value 2019-2024
Table 2 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
Table 3 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
Table 4 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
Table 5 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
Table 6 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
Table 7 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
Table 8 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
Table 9 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
Table 10 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baby and Child-Specific Products in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

Minimalist parenting norms continue to limit category expansion Established brands retain dominance in a conservative product landscape Pharmacies gain ground as parents seek expert-backed trust and safety

PROSPECTS AND OPPORTUNITIES

Cultural norms and demographics will continue to constrain growth Segmentation and functional positioning to support differentiation Sun protection and barrier support to drive limited innovation

CATEGORY DATA

Table 11 - Sales of Baby and Child-specific Products by Category: Value 2019-2024
Table 12 - Sales of Baby and Child-specific Products by Category: % Value Growth 2019-2024
Table 13 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2019-2024
Table 14 - NBO Company Shares of Baby and Child-specific Products: % Value 2020-2024
Table 15 - LBN Brand Shares of Baby and Child-specific Products: % Value 2021-2024
Table 16 - LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2021-2024
Table 17 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2021-2024
Table 18 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2021-2024
Table 19 - Forecast Sales of Baby and Child-specific Products by Category: Value 2024-2029
Table 20 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2024-2029
Table 21 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2024-2029

Bath and Shower in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

Category stagnation persists as hand hygiene trends recede Mainstream brands face margin pressure as premium players gain ground Low-cost and pharmacy channels reshape distribution dynamics

PROSPECTS AND OPPORTUNITIES

Premiumisation and sensorial value to support future category growth Natural, sensitive-skin and certified claims to shape mass appeal Innovation to focus on skin care ingredients, refill formats, and scent profiles

CATEGORY DATA

Table 22 - Sales of Bath and Shower by Category: Value 2019-2024Table 23 - Sales of Bath and Shower by Category: % Value Growth 2019-2024Table 24 - Sales of Bath and Shower by Premium vs Mass: % Value 2019-2024Table 25 - NBO Company Shares of Bath and Shower: % Value 2020-2024Table 26 - LBN Brand Shares of Bath and Shower: % Value 2021-2024Table 27 - LBN Brand Shares of Premium Bath and Shower: % Value 2021-2024Table 28 - Forecast Sales of Bath and Shower by Category: Value 2024-2029Table 29 - Forecast Sales of Bath and Shower by Category: % Value Growth 2024-2029Table 30 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2024-2029

Colour Cosmetics in Norway

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 31 - Sales of Colour Cosmetics by Category: Value 2019-2024Table 32 - Sales of Colour Cosmetics by Category: % Value Growth 2019-2024Table 33 - NBO Company Shares of Colour Cosmetics: % Value 2020-2024Table 34 - LBN Brand Shares of Colour Cosmetics: % Value 2021-2024Table 35 - LBN Brand Shares of Eye Make-up: % Value 2021-2024Table 36 - LBN Brand Shares of Facial Make-up: % Value 2021-2024Table 37 - LBN Brand Shares of Lip Products: % Value 2021-2024Table 38 - LBN Brand Shares of Nail Products: % Value 2021-2024Table 39 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2021-2024Table 40 - Forecast Sales of Colour Cosmetics by Category: % Value 2024-2029Table 41 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2024-2029

Deodorants in Norway

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 42 - Sales of Deodorants by Category: Value 2019-2024Table 43 - Sales of Deodorants by Category: % Value Growth 2019-2024Table 44 - Sales of Deodorants by Premium vs Mass: % Value 2019-2024Table 45 - NBO Company Shares of Deodorants: % Value 2020-2024Table 46 - LBN Brand Shares of Deodorants: % Value 2021-2024Table 47 - LBN Brand Shares of Premium Deodorants: % Value 2021-2024Table 48 - Forecast Sales of Deodorants by Category: Value 2024-2029Table 49 - Forecast Sales of Deodorants by Category: % Value Growth 2024-2029Table 50 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2024-2029

Depilatories in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

Category remains steady as newer brands begin to disrupt established routines Newcomers challenge established leaders with clean design and flexible models Low-cost and lifestyle retailers shift distribution dynamics

PROSPECTS AND OPPORTUNITIES

Skin-friendly claims and minimalistic branding to shape value growth Advanced hair removal solutions to remain niche despite minor potential revival Innovation remains limited outside of brand-led differentiation

CATEGORY DATA

Table 51 - Sales of Depilatories by Category: Value 2019-2024
Table 52 - Sales of Depilatories by Category: % Value Growth 2019-2024
Table 53 - Sales of Women's Razors and Blades by Type: % Value Breakdown 2020-2024
Table 54 - NBO Company Shares of Depilatories: % Value 2020-2024
Table 55 - LBN Brand Shares of Depilatories: % Value 2021-2024
Table 56 - Forecast Sales of Depilatories by Category: Value 2024-2029
Table 57 - Forecast Sales of Depilatories by Category: % Value Growth 2024-2029

Fragrances in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

Fragrance wardrobes and niche scents fuel ongoing premiumisation Premium and artisanal brands outperform as storytelling gains value Omnichannel strategies enable trial, discovery, and brand expansion

PROSPECTS AND OPPORTUNITIES

Niche unisex fragrances to drive value through exclusivity and narrative Fragrance wardrobes and mood-based usage to support product variety Sustainability, storytelling and sensorial layering to shape innovation

CATEGORY DATA

Table 58 - Sales of Fragrances by Category: Value 2019-2024 Table 59 - Sales of Fragrances by Category: % Value Growth 2019-2024 Table 60 - NBO Company Shares of Fragrances: % Value 2020-2024 Table 61 - LBN Brand Shares of Fragrances: % Value 2021-2024 Table 62 - LBN Brand Shares of Premium Men's Fragrances: % Value 2021-2024 Table 63 - LBN Brand Shares of Premium Women's Fragrances: % Value 2021-2024 Table 64 - Forecast Sales of Fragrances by Category: Value 2024-2029 Table 65 - Forecast Sales of Fragrances by Category: % Value Growth 2024-2029

Hair Care in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

Ingredient-led routines and professionalisation drive category evolution Fragmented competition intensifies as salon and niche brands expand Normal continues to disrupt, while e-commerce and salons reposition

PROSPECTS AND OPPORTUNITIES

Premiumisation to deepen through results-driven treatments and elevated routines Low-cost retail to remain a defining influence on category structure Innovation to focus on ingredients, inclusivity, and salon-grade experiences

CATEGORY DATA

Table 66 - Sales of Hair Care by Category: Value 2019-2024 Table 67 - Sales of Hair Care by Category: % Value Growth 2019-2024 Table 68 - Sales of Hair Care by Premium vs Mass: % Value 2019-2024 Table 69 - NBO Company Shares of Hair Care: % Value 2020-2024 Table 70 - NBO Company Shares of Salon Professional Hair Care: % Value 2020-2024 Table 71 - LBN Brand Shares of Hair Care: % Value 2021-2024 Table 72 - LBN Brand Shares of Colourants: % Value 2021-2024 Table 73 - LBN Brand Shares of Salon Professional Hair Care: % Value 2021-2024 Table 74 - LBN Brand Shares of Salon Professional Hair Care: % Value 2021-2024 Table 75 - LBN Brand Shares of Styling Agents: % Value 2021-2024 Table 76 - Forecast Sales of Hair Care by Category: Value 2024-2029 Table 77 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2024-2029 Table 78 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2024-2029

Men's Grooming in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

Lack of clear segmentation continues to limit overall category growth Fragrances lead value growth while skin care and hair care remain fragmented Discount retailers reinforce functional purchasing patterns and pricing pressure

PROSPECTS AND OPPORTUNITIES

Modest forecast as men's grooming struggles to break out of functional positioning Segmentation remains the biggest hurdle to long-term category expansion Innovation to focus on routine-building, multifunctionality, and entry-level premium formats

CATEGORY DATA

- Table 79 Sales of Men's Grooming by Category: Value 2019-2024Table 80 Sales of Men's Grooming by Category: % Value Growth 2019-2024Table 81 Sales of Men's Razors and Blades by Type: % Value Breakdown 2021-2024Table 82 Sales of Men's Skin Care by Type: % Value Breakdown 2021-2024Table 83 NBO Company Shares of Men's Grooming: % Value 2020-2024Table 84 LBN Brand Shares of Men's Grooming: % Value 2021-2024Table 85 LBN Brand Shares of Men's Razors and Blades: % Value 2021-2024Table 86 Forecast Sales of Men's Grooming by Category: Value 2024-2029
- Table 87 Forecast Sales of Men's Grooming by Category: % Value Growth 2024-2029

Oral Care in Norway

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

CATEGORY DATA

Table 88 - Sales of Oral Care by Category: Value 2019-2024 Table 89 - Sales of Oral Care by Category: % Value Growth 2019-2024 Table 90 - Sales of Toothbrushes by Category: Value 2019-2024 Table 91 - Sales of Toothbrushes by Category: % Value Growth 2019-2024 Table 92 - Sales of Toothpaste by Type: % Value Breakdown 2020-2024 Table 93 - NBO Company Shares of Oral Care: % Value 2020-2024 Table 94 - LBN Brand Shares of Oral Care: % Value 2021-2024 Table 95 - LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2021-2024 Table 96 - LBN Brand Shares of Toothpaste: % Value 2021-2024 Table 97 - Forecast Sales of Oral Care by Category: Value 2024-2029 Table 98 - Forecast Sales of Oral Care by Category: % Value Growth 2024-2029 Table 99 - Forecast Sales of Toothbrushes by Category: Walue Growth 2024-2029 Table 90 - Forecast Sales of Toothbrushes by Category: % Value Growth 2024-2029

Skin Care in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

Stabilisation after years of rapid growth, but interest in skin health remains strong Fragmentation intensifies as brands succeed across price segments Omni-channel strategies and pharmacy trust define distribution landscape

PROSPECTS AND OPPORTUNITIES

Barrier repair and skin health to remain key drivers of value growth K-beauty, niche labels, and demographic shifts to expand category appeal Innovation to focus on actives, formats, and sustainable packaging

CATEGORY DATA

Table 101 - Sales of Skin Care by Category: Value 2019-2024Table 102 - Sales of Skin Care by Category: % Value Growth 2019-2024Table 103 - NBO Company Shares of Skin Care: % Value 2020-2024Table 104 - LBN Brand Shares of Skin Care: % Value 2021-2024Table 105 - LBN Brand Shares of Basic Moisturisers: % Value 2021-2024Table 106 - LBN Brand Shares of Anti-agers: % Value 2021-2024Table 107 - LBN Brand Shares of Firming Body Care: % Value 2021-2024Table 108 - LBN Brand Shares of General Purpose Body Care: % Value 2021-2024Table 109 - LBN Brand Shares of Premium Skin Care: % Value 2021-2024Table 109 - LBN Brand Shares of Skin Care by Category: Value 2021-2024Table 110 - Forecast Sales of Skin Care by Category: % Value Corwth 2024-2029Table 111 - Forecast Sales of Skin Care by Category: % Value Growth 2024-2029

Sun Care in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

Weather dampens sales but key trends persist Mass-positioned pharmacy brands hold their ground Pharmacies lead distribution as ecommerce channels grow more sophisticated

PROSPECTS AND OPPORTUNITIES

Self-tanning to remain the most consistent driver of value Sun protection to benefit from health messaging and evolving consumer needs Innovation to focus on hybrid formats and expanded shade ranges

CATEGORY DATA

Table 112 - Sales of Sun Care by Category: Value 2019-2024Table 113 - Sales of Sun Care by Category: % Value Growth 2019-2024Table 114 - NBO Company Shares of Sun Care: % Value 2020-2024Table 115 - LBN Brand Shares of Sun Care: % Value 2021-2024Table 116 - LBN Brand Shares of Premium Adult Sun Care: % Value 2021-2024Table 117 - Forecast Sales of Sun Care by Category: Value 2024-2029Table 118 - Forecast Sales of Sun Care by Category: % Value Growth 2024-2029

Premium Beauty and Personal Care in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

Premium beauty and personal care maintains strong momentum through ingredient-led demand Fragmentation intensifies as niche and influencer-led brands gain ground Consumers seek efficacy, transparency, and self-expression in premium choices

PROSPECTS AND OPPORTUNITIES

Skinification trend to drive cross-category premium growth Omnichannel shopping and niche brands will fuel fragmentation Science-backed innovation and sustainability to define product development

CATEGORY DATA

Table 119 - Sales of Premium Beauty and Personal Care by Category: Value 2019-2024Table 120 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2019-2024Table 121 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2020-2024

Table 122 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2021-2024Table 123 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2024-2029Table 124 - Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2024-2029

Mass Beauty and Personal Care in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

Performance remained mixed, with pharmacy-led mass brands outperforming Pharmacy-positioned brands gain traction amid intensified competition Consumers prioritise value, functionality, and skin health in mass purchases

PROSPECTS AND OPPORTUNITIES

Mass pharmacy brands expected to lead growth through trust and efficacy Low-cost retailers will reshape price expectations in key mass categories Ingredient-led innovation will blur the lines between mass and premium

CATEGORY DATA

Table 125 - Sales of Mass Beauty and Personal Care by Category: Value 2019-2024Table 126 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2019-2024Table 127 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2020-2024Table 128 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2021-2024Table 129 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2024-2029Table 130 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2024-2029

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-and-personal-care-in-norway/report.