



Mass Beauty and Personal Care in Norway

May 2025

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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

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Beauty and Personal Care in Norway - Industry Overview

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DISCLAIMER

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