

Mass Beauty and Personal Care in Norway

Market Direction | 2023-05-04 | 23 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Mass retail sales, not least in larger categories like colour cosmetics and fragrances, performed well in 2021 and/or 2022. While the demand for beauty and personal care in Norway was relatively unaffected by price increases, since the majority of Norwegian consumers say these products are a staple or must-have, value for money or bang for buck became more important. Similar to the industry as a whole, the Coronavirus (COVID-19) pandemic boosted mass beauty and personal care considerably, result...

Euromonitor International's Mass Beauty and Personal Care in Norway report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances, Mass Hair Care, Mass Skin Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Mass Beauty and Personal Care market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Mass Beauty and Personal Care in Norway
Euromonitor International
May 2023

List Of Contents And Tables

MASS BEAUTY AND PERSONAL CARE IN NORWAY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Perception of beauty and personal care products as staples boosts performance

Value for money tag pushes mass beauty and personal care

Premiumisation and positioning play key roles in success

PROSPECTS AND OPPORTUNITIES

Value for money appeal to continue to drive sales, but trading-up trend remains a threat

Low-cost stores to continue to impact availability and performance

Mass pharmacy brands offer strong growth opportunities

CATEGORY DATA

Table 1 Sales of Mass Beauty and Personal Care by Category: Value 2017-2022

Table 2 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Mass Beauty and Personal Care: % Value 2018-2022

Table 4 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2019-2022

Table 5 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2022-2027

Table 6 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2022-2027

BEAUTY AND PERSONAL CARE IN NORWAY

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 7 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 8 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 9 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 10 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 11 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 12 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 13 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 14 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 15 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 16 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Mass Beauty and Personal Care in Norway

Market Direction | 2023-05-04 | 23 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-11"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com