

Dishwashing in Norway

Market Direction | 2024-02-22 | 17 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

Orkla continued to dominate dishwashing in 2023, supported by its Sun and Zalo brands, which led in automatic dishwashing and hand dishwashing, respectively. While these two brands lost value share during the review period, this was due partially to cannibalisation by the company's own Klar brand, which is produced without synthetic fragrances and is targeted at consumers with sensitive skin. The brand is viewed as a sustainable choice, being composed of pure botanical and mineral-based ingredie...

Euromonitor International's Dishwashing in Norway market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Automatic Dishwashing, Hand Dishwashing.

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

Why buy this report?

- * Get a detailed picture of the Dishwashing 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:

Dishwashing in Norway
Euromonitor International
February 2024

List Of Contents And Tables

DISHWASHING IN NORWAY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Orkla remains dominant in dishwashing thanks to popularity of Sun and Zalo brands

Rising retail price points favour budget-orientated distribution channels

Efficacy improvements and attribute bundling are increasingly common strategies amongst manufacturers

PROSPECTS AND OPPORTUNITIES

Uncertain economic outlook to mute demand for dishwashing products

Automatic dishwashing tablets are set to drive demand due to their perceived greater convenience

Auto-dosage innovation could shape the direction of the category in the coming years

CATEGORY INDICATORS

Table 1 Household Possession of Dishwashers 2017-2022

CATEGORY DATA

Table 2 Sales of Dishwashing by Category: Value 2018-2023

Table 3 Sales of Dishwashing by Category: % Value Growth 2018-2023

Table 4 NBO Company Shares of Dishwashing: % Value 2019-2023

Table 5 LBN Brand Shares of Dishwashing: % Value 2020-2023

Table 6 Forecast Sales of Dishwashing by Category: Value 2023-2028

Table 7 Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

HOME CARE IN NORWAY

EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 8 Households 2018-2023

MARKET DATA

Table 9 Sales of Home Care by Category: Value 2018-2023

Table 10 Sales of Home Care by Category: % Value Growth 2018-2023

Table 11 NBO Company Shares of Home Care: % Value 2019-2023

Table 12 LBN Brand Shares of Home Care: % Value 2020-2023

Table 13 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 14 Distribution of Home Care by Format: % Value 2018-2023

Table 15 Distribution of Home Care by Format and Category: % Value 2023

Table 16 Forecast Sales of Home Care by Category: Value 2023-2028

Table 17 □Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Dishwashing in Norway

Market Direction | 2024-02-22 | 17 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="2025-05-06"/>
		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