

## **Depilatories in Norway**

Market Direction | 2024-04-18 | 20 pages | Euromonitor

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### **Report description:**

Depilatories in Norway is characterised by a high degree of maturity. The preference for a hairless appearance has been the norm for a long time, leading to limited opportunities for innovation and premiumisation. Furthermore, the market is dominated by a few well-known brands and faces intense price pressure from low-cost stores like Normal and Europris. In 2023, value growth was primarily driven by inflation and rising unit prices, not by new product launches or significant shifts in consumer...

Euromonitor International's Depilatories 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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Hair Removers/Bleaches, Women's Pre-Shave, Women's Razors and Blades.

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

Why buy this report?

- \* Get a detailed picture of the Depilatories 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.

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