

Oral Care in Norway

Market Direction | 2024-04-18 | 24 pages | Euromonitor

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Report description:

In 2023, oral care is a well-established product area in Norway with limited room for volume growth, particularly in core categories like manual toothbrushes and toothpaste. Additionally, intense price competition, especially from low-cost stores like Normal, puts downward pressure on value growth. Normal's extensive selection of popular oral care brands at competitive prices further intensifies this pressure. Furthermore, a high degree of commoditisation within the category, with consumers perc...

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

Product coverage: Dental Floss, Denture Care, Mouth Fresheners, Mouthwashes/Dental Rinses, Tooth Whiteners, Toothbrushes, Toothpaste.

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

Why buy this report?

- * Get a detailed picture of the Oral 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.

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