



Euromonitor
International

Deodorants in Norway

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

INDUSTRY PERFORMANCE

Value Growth Driven by Premium Fragrances Amid Cautious Spending

Deodorant Roll-Ons Dominate Value with Premium Positioning and Steady Volumes

Klars' Refillable Roll-On Exemplifies Sustainability Shaping Consumer Choices

Chart 1 - Klars' Refillable Roll-On Deodorant System

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Value Growth Will Be Driven by Pricing and Channel Dynamics Amid Limited Volume Expansion

Deodorant Roll-Ons Will Maintain Their Dominance While Sticks Will Lead Premium Growth

Chart 5 - Fragrance-Led Deodorants to Support Value Growth

Sensitive-Skin Focus and Sustainability Innovations to Reshape Consumer Choices and Business Models

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Orkla's Effective Distribution Helps Maintain the Leading Position

Sustainability Innovation and Sensitive-Skin Focus Open Growth Avenues

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead

Price Competition and Sensitive-Skin Trends Shape Retail Dynamics

Retail E-Commerce Expands with Premium and Specialist Product Focus

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Deodorants

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Deodorants

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Norway - Industry Overview

EXECUTIVE SUMMARY

2025 Development

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Norwegian Consumers Drive Premium Growth Amid Steady Economic Conditions

Sales in Biggest Category Skin Care Driven by Ingredient-Led and Wellness Trends

Brands Leverage Lifestyle and Digital Engagement to Capture Consumer Loyalty

Chart 19 - Glöd Sophie Elise Self Tan Express Strengthens Lifestyle-Driven Beauty

Chart 20 - Value Sales 2020-2030

Chart 21 - Volume Sales 2020-2030

Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Norwegian Consumers to Drive Premium and Pharmacy Growth through Value-Focused Choices

Skin Care Will Continue to Be the Leading Category in Value Terms

Brands to Leverage Omnichannel and Influencer Strategies to Capture Evolving Consumer Loyalty

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal and Orkla Strengthen Their Positions through Broad Portfolios and Innovation

Sustainability and Omnichannel Strategies Strengthen Brand Loyalty

Chart 25 - Jordan Green Clean Targets Sustainable Oral Care

Fragmentation and Innovation Drive Competitive Dynamics and Growth Opportunities

Chart 26 - Elvital Glycolic Gloss Wins Nca 2025

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Specialist Sustain Their Dominance Amid Shifting Shares

Retail E-Commerce Continues Growing, Driven by Its Convenience and Omnichannel Operations

Discounters and Omnichannel Specialists Reshaping Retail Landscape in 2026

Chart 29 - Market Insights for Beauty and Personal Care

Chart 30 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Beauty and Personal Care

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Beauty and Personal Care

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/deodorants-in-norway/report.