



# Polishes in Norway

April 2026

Table of Contents

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Sustainable Innovations Drive Polish Sales Despite Competition

## KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Polishes

## INDUSTRY PERFORMANCE

Sustainable Innovations Drive Polish Sales Despite Competition

Chart 2 - Analyst Insight for Polishes

Bistro Metal Polish Sets New Sustainability Standards

Chart 3 - Bistro highlights its sustainability credentials with eco labeling

Multifunctional Products Challenge Traditional Polish Sales

Chart 4 - Value Sales of Polishes 2020-2030

Chart 5 - Volume Sales of Polishes 2020-2030

Chart 6 - Value Sales of Polishes by Category 2025

## WHAT'S NEXT?

Sustainable Innovations to Drive Growth in Polish Sales

Multifunctional Products Challenge Traditional Polish Sales

Chart 7 - Forecast Value Sales of Polishes 2020-2030

Chart 8 - Forecast Value Sales of Polishes by Category 2025-2030

## COMPETITIVE LANDSCAPE

Jensen & Co Maintains the Lead through Brand Strength

Emerging Trends and Opportunities in Sustainable Products

Chart 9 - Company Shares of Polishes 2025

Chart 10 - Brand Shares of Polishes 2025

## CHANNELS

Discounters Drive Sales with Budget-Orientated Pricing Strategies

Retail E-Commerce Gains Traction with Omnichannel Retailing

No New Retail Brands or Concepts Emerge in 2026

Chart 11 - Retail Channels of Polishes 2020-2025

## ECONOMIC CONTEXT

Chart 12 - Economic Context for Polishes

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 15 - Consumer Context for Polishes

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Home Care in Norway - Industry Overview](#)

## EXECUTIVE SUMMARY

Norway's Home Care Market Continue Growing Despite Economic Uncertainty

## KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Home Care

### INDUSTRY PERFORMANCE

Norway's Home Care Market Continue Growing Despite Economic Uncertainty

Laundry Care Drives Growth as Largest Category

Sustainability a Key Trend Shaping Home Care

Chart 20 - Jif Allrent Sparking Happiness

Chart 21 - Value Sales of Home Care 2020-2030

Chart 22 - Volume Sales of Home Care 2020-2030

Chart 23 - Value Sales of Home Care by Category 2025

### WHAT'S NEXT?

Sustainability and Convenience to Drive Home Care Growth

Laundry Care Will Maintain the Largest Share with Continued Growth

Demand for Sustainable and Hypoallergenic Products Surges

Chart 24 - Forecast Value Sales of Home Care 2020-2030

Chart 25 - Forecast Value Sales of Home Care by Category 2025-2030

### COMPETITIVE LANDSCAPE

Orkla the Clear Leader with Strong Supply Agreements and Innovation

Chart 26 - Sun MaxPower Alt i 1 Reshapes Expectations

Multifunctionality Simplifies Chores with Added Benefits

Chart 27 - Analyst Insight for Home Care

No Significant Mergers or Acquisitions in 2025

Chart 28 - Variety Store Chain Rusta Launches Hotel Collection

Chart 29 - Company Shares of Home Care 2025

Chart 30 - Brand Shares of Home Care 2025

### CHANNELS

Discounters Lead Sales through Extensive Store Networks

E-Commerce Growth Driven by Omnichannel Retailing and Convenience

No New Retail Brands or Concepts Emerging in 2026

Chart 31 - Retail Channels for Home Care 2020-2025

### ECONOMIC CONTEXT

Chart 32 - Economic Context for Home Care

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 35 - Consumer Context for Home Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - 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/polishes-in-norway/report](http://www.euromonitor.com/polishes-in-norway/report).