



Surface Care in Norway

April 2026

Table of Contents

Surface Care in Norway - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Multipurpose Cleaners Driving Overall Growth in Surface Care

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Surface Care

INDUSTRY PERFORMANCE

Multipurpose Cleaners Driving Overall Growth in Surface Care

Multipurpose Cleaners the Leading Surface Care Category

Sustainability and Health and Wellness Shape Consumer Preferences

Chart 2 - Jif Allrent Sparkling Happiness

Chart 3 - Value Sales of Surface Care 2020-2030

Chart 4 - Volume Sales of Surface Care 2020-2030

Chart 5 - Value Sales of Surface Care by Category 2025

WHAT'S NEXT?

Multipurpose Cleaners Will Continue to Lead in Norway

Consumers to Drive Demand for Sustainable and Effective Solutions

Innovation to Prioritise Efficacy, Versatility and Sustainability

Chart 6 - Forecast Value Sales of Surface Care 2020-2030

Chart 7 - Forecast Value Sales of Surface Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Orkla Home & Personal Care Helps Maintain the Leading Position through Innovation

Orkla Drives Innovation with Sustainable and Effective Solutions

Chart 8 - Jif Allrent Duft af Krystal

No Significant Mergers or Acquisitions Impact the Market

Chart 9 - Company Shares of Surface Care 2025

Chart 10 - Brand Shares of Surface Care 2025

CHANNELS

Discounters Drive Surface Care Sales through Extensive Reach

E-Commerce Gains Traction through Omnichannel Retail Strategies

Chart 11 - Analyst Insight for Surface Care

No New Retail Brands or Concepts Emerge in 2026

Chart 12 - Retail Channels for Surface Care 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Surface Care

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Surface Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

Norway's Home Care Market Continue Growing Despite Economic Uncertainty

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - 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 21 - Jif Allrent Sparkling Happiness

Chart 22 - Value Sales of Home Care 2020-2030

Chart 23 - Volume Sales of Home Care 2020-2030

Chart 24 - 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 25 - Forecast Value Sales of Home Care 2020-2030

Chart 26 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Orkla the Clear Leader with Strong Supply Agreements and Innovation

Chart 27 - Sun MaxPower Alt i 1 Reshapes Expectations

Multifunctionality Simplifies Chores with Added Benefits

Chart 28 - Analyst Insight for Home Care

No Significant Mergers or Acquisitions in 2025

Chart 29 - Variety Store Chain Rusta Launches Hotel Collection

Chart 30 - Company Shares of Home Care 2025

Chart 31 - 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 32 - Retail Channels for Home Care 2020-2025

ECONOMIC CONTEXT

Chart 33 - Economic Context for Home Care

Chart 34 - Real Gdp Growth 2020-2030

Chart 35 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 36 - Consumer Context for Home Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - 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/surface-care-in-norway/report.