



Euromonitor  
International

# Home Care in Norway

February 2025

Table of Contents

Home Care in Norway

EXECUTIVE SUMMARY

Home care in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for home care?

MARKET INDICATORS

Table 1 - Households 2019-2024

MARKET DATA

Table 2 - Sales of Home Care by Category: Value 2019-2024  
Table 3 - Sales of Home Care by Category: % Value Growth 2019-2024  
Table 4 - NBO Company Shares of Home Care: % Value 2020-2024  
Table 5 - LBN Brand Shares of Home Care: % Value 2021-2024  
Table 6 - Penetration of Private Label in Home Care by Category: % Value 2019-2024  
Table 7 - Distribution of Home Care by Format: % Value 2019-2024  
Table 8 - Distribution of Home Care by Format and Category: % Value 2024  
Table 9 - Forecast Sales of Home Care by Category: Value 2024-2029  
Table 10 - Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Air Care in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

Value for money is a driving force in air care  
Premiumisation trend evolves in air care  
Sustainability drives shift to natural alternatives and recycled plastic

PROSPECTS AND OPPORTUNITIES

Norwegians generally prefer natural, scent-free homes  
Air care to move towards becoming mood enhancers to support wellbeing  
Natural offerings will expand in response to consumer demand

CATEGORY DATA

Table 11 - Sales of Air Care by Category: Value 2019-2024  
Table 12 - Sales of Air Care by Category: % Value Growth 2019-2024  
Table 13 - Sales of Air Care by Fragrance: Value Ranking 2022-2024  
Table 14 - NBO Company Shares of Air Care: % Value 2020-2024  
Table 15 - LBN Brand Shares of Air Care: % Value 2021-2024  
Table 16 - Forecast Sales of Air Care by Category: Value 2024-2029  
Table 17 - Forecast Sales of Air Care by Category: % Value Growth 2024-2029

Bleach in Norway

KEY DATA FINDINGS

## 2024 DEVELOPMENTS

Bleach is tainted by harmful effects and outdated image  
Lack of competition hinders ability to reverse the downward trend  
Strong competition from surface care and toilet care

## PROSPECTS AND OPPORTUNITIES

Economic outlook could provide a lift to bleach sales  
Competitive landscape poses limitations to development  
Sustainability concerns are a significant threat

## CATEGORY DATA

Table 18 - Sales of Bleach: Value 2019-2024  
Table 19 - Sales of Bleach: % Value Growth 2019-2024  
Table 20 - NBO Company Shares of Bleach: % Value 2020-2024  
Table 21 - LBN Brand Shares of Bleach: % Value 2021-2024  
Table 22 - Forecast Sales of Bleach: Value 2024-2029  
Table 23 - Forecast Sales of Bleach: % Value Growth 2024-2029

## Dishwashing in Norway

## KEY DATA FINDINGS

## 2024 DEVELOPMENTS

Volume sales rebound as price inflation slows  
Brands seek to remove the chore from dishwashing  
Sustainability is of greater concern to multiple stakeholders

## PROSPECTS AND OPPORTUNITIES

Uncertain economy weighs on sales outlook  
Further shift to automatic dishwashing is evident  
Value for money to remain of key importance to shoppers

## CATEGORY INDICATORS

Table 24 - Household Possession of Dishwashers 2019-2024

## CATEGORY DATA

Table 25 - Sales of Dishwashing by Category: Value 2019-2024  
Table 26 - Sales of Dishwashing by Category: % Value Growth 2019-2024  
Table 27 - NBO Company Shares of Dishwashing: % Value 2020-2024  
Table 28 - LBN Brand Shares of Dishwashing: % Value 2021-2024  
Table 29 - Forecast Sales of Dishwashing by Category: Value 2024-2029  
Table 30 - Forecast Sales of Dishwashing by Category: % Value Growth 2024-2029

## Home Insecticides in Norway

## KEY DATA FINDINGS

## 2024 DEVELOPMENTS

Declining sales can be linked to environmental concerns  
Price sensitivity dampens volume sales  
Health concerns bring about more natural offerings

## PROSPECTS AND OPPORTUNITIES

Weak outlook for home insecticides  
Natural-based products could provide growth opportunities

Multifunctionality will shape developments in home insecticides

CATEGORY DATA

- Table 31 - Sales of Home Insecticides by Category: Value 2019-2024
- Table 32 - Sales of Home Insecticides by Category: % Value Growth 2019-2024
- Table 33 - Sales of Spray/Aerosol Insecticides by Type: % Value 2019-2024
- Table 34 - NBO Company Shares of Home Insecticides: % Value 2020-2024
- Table 35 - LBN Brand Shares of Home Insecticides: % Value 2021-2024
- Table 36 - Forecast Sales of Home Insecticides by Category: Value 2024-2029
- Table 37 - Forecast Sales of Home Insecticides by Category: % Value Growth 2024-2029

Laundry Care in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Manufacturers focus on elevating product efficacy
- Shift in household preferences to liquid detergents
- Sustainability trend gathers pace in laundry care

PROSPECTS AND OPPORTUNITIES

- Weak economic outlook will hinder growth
- Allergy sensitive products to gain traction
- Laundry sheets are expected to perform well due to sustainable credentials

CATEGORY INDICATORS

- Table 38 - Household Possession of Washing Machines 2019-2024

CATEGORY DATA

- Table 39 - Sales of Laundry Care by Category: Value 2019-2024
- Table 40 - Sales of Laundry Care by Category: % Value Growth 2019-2024
- Table 41 - Sales of Laundry Aids by Category: Value 2019-2024
- Table 42 - Sales of Laundry Aids by Category: % Value Growth 2019-2024
- Table 43 - Sales of Laundry Detergents by Category: Value 2019-2024
- Table 44 - Sales of Laundry Detergents by Category: % Value Growth 2019-2024
- Table 45 - Sales of In-Wash Spot and Stain Removers by Type: % Value Breakdown 2019-2024
- Table 46 - NBO Company Shares of Laundry Care: % Value 2020-2024
- Table 47 - LBN Brand Shares of Laundry Care: % Value 2021-2024
- Table 48 - NBO Company Shares of Laundry Aids: % Value 2020-2024
- Table 49 - LBN Brand Shares of Laundry Aids: % Value 2021-2024
- Table 50 - NBO Company Shares of Laundry Detergents: % Value 2020-2024
- Table 51 - LBN Brand Shares of Laundry Detergents: % Value 2021-2024
- Table 52 - Forecast Sales of Laundry Care by Category: Value 2024-2029
- Table 53 - Forecast Sales of Laundry Care by Category: % Value Growth 2024-2029

Polishes in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Price sensitivity remains high in 2024
- Competition from advanced formulations in other categories
- Lower demand for metal and furniture polishes

PROSPECTS AND OPPORTUNITIES

Weak economic outlook to drive price sensitivity  
Sustainability issues provide an opportunity for polishes  
Substitution is likely to continue from surface care products

CATEGORY DATA

- Table 54 - Sales of Polishes by Category: Value 2019-2024
- Table 55 - Sales of Polishes by Category: % Value Growth 2019-2024
- Table 56 - NBO Company Shares of Polishes: % Value 2020-2024
- Table 57 - LBN Brand Shares of Polishes: % Value 2021-2024
- Table 58 - Forecast Sales of Polishes by Category: Value 2024-2029
- Table 59 - Forecast Sales of Polishes by Category: % Value Growth 2024-2029

Surface Care in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

Players are keen to deliver value and enhance versatility  
Efficacy is core requirement in surface cleaners  
Sustainability concerns are being addressed by surface care brands

PROSPECTS AND OPPORTUNITIES

Marginal volume growth ahead for surface care  
Delivering value will be essential in surface care  
Innovation to focus on efficacy and sustainability

CATEGORY DATA

- Table 60 - Sales of Surface Care by Category: Value 2019-2024
- Table 61 - Sales of Surface Care by Category: % Value Growth 2019-2024
- Table 62 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2019-2024
- Table 63 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2019-2024
- Table 64 - NBO Company Shares of Surface Care: % Value 2020-2024
- Table 65 - LBN Brand Shares of Surface Care: % Value 2021-2024
- Table 66 - NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2024
- Table 67 - LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2021-2024
- Table 68 - Forecast Sales of Surface Care by Category: Value 2024-2029
- Table 69 - Forecast Sales of Surface Care by Category: % Value Growth 2024-2029

Toilet Care in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

Attribute bundling gains traction in toilet care  
Toilet liquids/foams perform well due to convenience and effectiveness  
Sustainability is a key influence on purchasing decisions

PROSPECTS AND OPPORTUNITIES

Weak economic outlook to create a challenging climate  
Use of scents and fragrances may enable some premiumisation  
Greater efficacy to support the purchasing decision

CATEGORY DATA

- Table 70 - Sales of Toilet Care by Category: Value 2019-2024

Table 71 - Sales of Toilet Care by Category: % Value Growth 2019-2024

Table 72 - NBO Company Shares of Toilet Care: % Value 2020-2024

Table 73 - LBN Brand Shares of Toilet Care: % Value 2021-2024

Table 74 - Forecast Sales of Toilet Care by Category: Value 2024-2029

Table 75 - Forecast Sales of Toilet Care by Category: % Value Growth 2024-2029

## 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/home-care-in-norway/report](https://www.euromonitor.com/home-care-in-norway/report).