



Euromonitor  
International

# Tissue and Hygiene in Norway

March 2025

Table of Contents

EXECUTIVE SUMMARY

Tissue and hygiene in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retail developments  
What next for tissue and hygiene?

MARKET INDICATORS

Table 1 - Birth Rates 2019-2024  
Table 2 - Infant Population 2019-2024  
Table 3 - Female Population by Age 2019-2024  
Table 4 - Total Population by Age 2019-2024  
Table 5 - Households 2019-2024  
Table 6 - Forecast Infant Population 2024-2029  
Table 7 - Forecast Female Population by Age 2024-2029  
Table 8 - Forecast Total Population by Age 2024-2029  
Table 9 - Forecast Households 2024-2029

MARKET DATA

Table 10 - Retail Sales of Tissue and Hygiene by Category: Value 2019-2024  
Table 11 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2019-2024  
Table 12 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2020-2024  
Table 13 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2021-2024  
Table 14 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2019-2024  
Table 15 - Distribution of Retail Tissue and Hygiene by Format: % Value 2019-2024  
Table 16 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2024  
Table 17 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2024-2029  
Table 18 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

KEY DATA FINDINGS

2024 DEVELOPMENTS

Away-from-home tissue and hygiene grows as price increases take effect  
Essity strengthens its leadership with innovation in adult incontinence and hygiene solutions  
Sustainability and functionality drive innovation in away-from-home hygiene products

PROSPECTS AND OPPORTUNITIES

Away-from-home tissue and hygiene set for steady growth as hygiene awareness remains high  
Horeca to remain dominant as away-from-home tissue demand rises  
Smart technology to play a greater role in away-from-home hygiene solutions

CATEGORY DATA

Table 19 - Sales of Away-From-Home Tissue and Hygiene by Category: Value 2019-2024  
Table 20 - Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2019-2024  
Table 21 - Sales of Away-From-Home Paper Towels by Type: % Value 2019-2024

Table 22 - Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2019-2024

Table 23 - Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2024

Table 24 - Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2024-2029

Table 25 - Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2024-2029

Retail Adult Incontinence in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Ageing population and shifting attitudes drive category growth
- Essity maintains dominance while private label intensifies competition
- Health and beauty specialists lead, while e-commerce sees strongest growth

PROSPECTS AND OPPORTUNITIES

- Expanding customer base will support long-term growth
- E-commerce to gain further traction through convenience and discretion
- Sustainability and innovation to shape the future of incontinence products

CATEGORY DATA

Table 26 - Sales of Retail Adult Incontinence by Category: Value 2019-2024

Table 27 - Sales of Retail Adult Incontinence by Category: % Value Growth 2019-2024

Table 28 - NBO Company Shares of Retail Adult Incontinence: % Value 2020-2024

Table 29 - LBN Brand Shares of Retail Adult Incontinence: % Value 2021-2024

Table 30 - Forecast Sales of Retail Adult Incontinence by Category: Value 2024-2029

Table 31 - Forecast Sales of Retail Adult Incontinence by Category: % Value Growth 2024-2029

Nappies/Diapers/Pants in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Value sales decline as households prioritise cost savings
- Essity dominates while Kimberly-Clark grows through niche positioning
- Discounters remain the leading distribution channel while e-commerce expands

PROSPECTS AND OPPORTUNITIES

- Value growth expected as birth rate stabilises and disposable pants expand
- E-commerce set for continued expansion through urbanisation and omnichannel growth
- Sustainability-led innovation to reshape the market

CATEGORY DATA

Table 32 - Retail Sales of Nappies/Diapers/Pants by Category: Value 2019-2024

Table 33 - Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2019-2024

Table 34 - NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2020-2024

Table 35 - LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2021-2024

Table 36 - Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value 2024-2029

Table 37 - Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2024-2029

Menstrual Care in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Price increases and premiumisation drive value growth

Essity leads, but private label gains traction amid cost-conscious shopping  
Discounters dominate, while e-commerce expands through omnichannel integration

PROSPECTS AND OPPORTUNITIES

Sustainability concerns and reusable alternatives may slow growth  
E-commerce expansion driven by omnichannel strategies  
Innovation and product development

CATEGORY DATA

- Table 38 - Retail Sales of Menstrual Care by Category: Value 2019-2024
- Table 39 - Retail Sales of Menstrual Care by Category: % Value Growth 2019-2024
- Table 40 - Retail Sales of Tampons by Application Format: % Value 2019-2024
- Table 41 - NBO Company Shares of Retail Menstrual Care: % Value 2020-2024
- Table 42 - LBN Brand Shares of Retail Menstrual Care: % Value 2021-2024
- Table 43 - Forecast Retail Sales of Menstrual Care by Category: Value 2024-2029
- Table 44 - Forecast Retail Sales of Menstrual Care by Category: % Value Growth 2024-2029

Wipes in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

Convenience and hygiene drive demand, with sustainability influencing innovation  
Leading companies leverage brand strength and positioning in skin safety  
Discounters lead, while variety stores attract price-sensitive consumers

PROSPECTS AND OPPORTUNITIES

Sustainability concerns and cost pressures to shape future demand  
E-commerce growth underpinned by urbanisation and logistics efficiency  
Sustainability and ingredient transparency to drive innovation

CATEGORY DATA

- Table 45 - Retail Sales of Wipes by Category: Value 2019-2024
- Table 46 - Retail Sales of Wipes by Category: % Value Growth 2019-2024
- Table 47 - NBO Company Shares of Retail Wipes: % Value 2020-2024
- Table 48 - LBN Brand Shares of Retail Wipes: % Value 2021-2024
- Table 49 - Forecast Retail Sales of Wipes by Category: Value 2024-2029
- Table 50 - Forecast Retail Sales of Wipes by Category: % Value Growth 2024-2029

Retail Tissue in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

Retail tissue sees slow growth as cost-conscious consumers prioritise affordability and sustainability  
Private label strengthens its market presence as consumers trade down for value  
Discounters lead sales as consumers prioritise price, while e-commerce continues to grow

PROSPECTS AND OPPORTUNITIES

Sustainability and premiumisation to drive value growth in retail tissue  
Evolving retail landscape to favour discount channels and digital integration  
Sustainability to remain central to innovation, with an emphasis on ethical sourcing

CATEGORY DATA

- Table 51 - Retail Sales of Tissue by Category: Value 2019-2024

Table 52 - Retail Sales of Tissue by Category: % Value Growth 2019-2024

Table 53 - NBO Company Shares of Retail Tissue: % Value 2020-2024

Table 54 - LBN Brand Shares of Retail Tissue: % Value 2021-2024

Table 55 - Forecast Retail Sales of Tissue by Category: Value 2024-2029

Table 56 - Forecast Retail Sales of Tissue by Category: % Value Growth 2024-2029

Rx/Reimbursement Adult Incontinence in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Ageing population and increased health awareness drive demand
- Competitive landscape shaped by Essity's dominance and product innovation
- Distribution remains structured under the 'blue receipt' system

PROSPECTS AND OPPORTUNITIES

- Steady growth anticipated despite rising costs and alternative management approaches
- Sustainability and performance enhancements to remain key innovation drivers
- Distribution to remain focused on prescription-based access with a digital expansion component

CATEGORY DATA

Table 57 - Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP 2019-2024

Table 58 - Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP Growth 2019-2024

Table 59 - Forecast Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP 2024-2029

Table 60 - Forecast Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP 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/tissue-and-hygiene-in-norway/report](https://www.euromonitor.com/tissue-and-hygiene-in-norway/report).