



Euromonitor
International

Oral Care in Norway

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Oral Care Summary

INDUSTRY PERFORMANCE

Electric Toothbrush Innovation Drives Premium Value Growth Amid Mature Demand

Toothpaste the Biggest Category, Electric Toothbrushes the Most Dynamic

Oral-B lo10 and Jordan Green Clean Exemplify Innovation and Sustainability Driving Consumer Trust

Chart 1 - Oral-B lo10 Drives Premium Trade-Up in Oral Care

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Electric Toothbrush Innovation Expected to Drive Sustained Premium Growth and Category Evolution

Toothpaste Will Remain the Biggest Category, Electric Toothbrushes the Most Dynamic

Innovation, Premiumisation and Sustainability Will Reshape Oral Care Business Dynamics

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Leverage Brand Strength to Maintain Their Leading Shares

Incremental Share Shifts Driven by Promotional Strategies and Innovation Opportunities

Chart 7 - Jordan Green Clean Expands Sustainable Oral Care Portfolio

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Grocery Retailers Continue to Lead, but Are Losing Share

Premium Innovation and Sustainability Shape Retail Competition

Retail E-Commerce Grows as Premium Oral Care Attracts Tech-Savvy Consumers

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Oral Care

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Oral Care

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/oral-care-in-norway/report.