



# Personal Care Appliances in Norway

February 2026

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Demand for oral care appliances fuels category growth in 2025

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Smart technologies drive growth in oral care appliances

Oral care appliances drive sales

Technological innovation shapes consumer behaviour and market trends

#### WHAT'S NEXT?

Consumers drive demand for multi-functional and sustainable products

Oral care appliances to remain largest category

Sustainability and design to shape future product development

#### COMPETITIVE LANDSCAPE

Established brands dominate with strong consumer loyalty

No significant mergers or acquisitions expected to impact the market

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E-commerce dominates sales by offering convenience and personalisation

No new retail brands or concepts emerge in 2026

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Sales of refrigeration appliances driven by high penetration and replacement needs

Sustainability and price sensitivity shape consumer behaviour

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Demand for refrigeration appliances set to remain stable

Sustainability and intelligent technology to drive innovation

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Established brands maintain lead through trust and innovation

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