



Euromonitor  
International

# Menstrual Care in Norway

April 2026

Table of Contents

## Menstrual Care in Norway - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Brands Prioritise Meaningful Innovation to Drive Premium Appeal

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Menstrual Care

### INDUSTRY PERFORMANCE

Brands Prioritise Meaningful Innovation to Drive Premium Appeal

Chart 2 - Libresse Multistyle Uses Versatility to Add a Premium

Economic Concerns Create Polarised Market Segment

Chart 3 - Tampax Bundles pack

Pantyliners Sustain Leadership as Demand Rises with Population Growth

Chart 4 - Value Sales of Menstrual Care 2020-2030

Chart 5 - Volume Sales of Menstrual Care 2020-2030

Chart 6 - Value Sales of Menstrual Care by Category 2025

### WHAT'S NEXT?

Essity Expands Leakproof Apparel Portfolio to Capture Shifting Preferences

Pantyliners to Maintain Growth Leadership as Tampons Face Sustained Decline

Brands to Focus on Value and Wellness to Secure Loyalty

Chart 7 - Analyst Insight for Menstrual Care

Chart 8 - Forecast Value of Menstrual Care Sales 2020-2030

Chart 9 - Forecast Value Sales of Menstrual Care by Category 2025-2030

### COMPETITIVE LANDSCAPE

Essity as Leverages Trusted Brands and Retail Reach to Reinforce Leadership

Chart 10 - Company Shares of Menstrual Care 2025

Chart 11 - Brand Shares of Menstrual Care 2025

### CHANNELS

Discounters Leverage Store Networks to Maintain Price Leadership

Foodora Expands E-Commerce Reach with Dark Store Grocery Fulfilment

Chart 12 - Retail Channels for Menstrual Care 2020-2025

### ECONOMIC CONTEXT

Chart 13 - Economic Context for Menstrual Care

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 16 - Consumer Context for Menstrual Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Norway - Industry Overview

### EXECUTIVE SUMMARY

Brands Turn Nappies into Lifestyle Essentials and Drive Premium Value

## KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Tissue and Hygiene

## INDUSTRY PERFORMANCE

Brands Turn Nappies into Lifestyle Essentials and Drive Premium Value

Chart 21 - Libero Limited Edition Launches

Convenience and Efficacy Aids Premium-Driven Growth

Chart 22 - Tena Discreet Ultra

Sustainability Continues to Grow as a Defining Trend in the Industry

Chart 23 - Vilje Sustainable Wipes

Chart 24 - Value Sales of Tissue and Hygiene 2020-2030

Chart 25 - Value Sales of Tissue and Hygiene by Category 2025

## WHAT'S NEXT?

Consumer Engagement to Grow with Limited Editions and Seasonal Designs

Brands to Boost Sustainability Credentials to Attract Eco-Conscious Buyers

Chart 26 - Analyst Insight for Tissue and Hygiene

Discounters and Variety Stores to Continue Gaining Ground as Consumers Trade Down for Value

Chart 27 - Forecast Value Sales of Tissue and Hygiene 2020-2030

Chart 28 - Forecast Value Sales of Tissue and Hygiene by Category 2025-2030

## COMPETITIVE LANDSCAPE

Metsä Tissue Leverages Lambi Product Innovation to Defend Share as Private Label Gains Ground

Chart 29 - Company Shares of Tissue and Hygiene 2025

Chart 30 - Brand Shares of Tissue and Hygiene 2025

## CHANNELS

Discounters Continue to Expand Their Reach and Attract Value-Focused Shoppers

E-Commerce and Omnichannel Innovation Accelerates Online Retail Growth

Chart 31 - Retail Channels for Tissue and Hygiene 2020-2025

## ECONOMIC CONTEXT

Chart 32 - Economic Context for Tissue and Hygiene

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 35 - Consumer Context for Tissue and Hygiene

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - 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/menstrual-care-in-norway/report](http://www.euromonitor.com/menstrual-care-in-norway/report).