

Surface Care in Norway

February 2024

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Surface Care in Norway - Category analysis

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2023 DEVELOPMENTS

Higher retail price points drive consumers towards budget-orientated distributors and private labels

Manufacturers focus on making cleaning less of a chore in 2023

Refill packs reflect ongoing sustainability concerns among Norwegians

PROSPECTS AND OPPORTUNITIES

Normalisation of cleaning regimes post-pandemic will dampen demand for surface care

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Sustainability will remain a priority from many Norwegians, despite ongoing price sensitivity

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