

Laundry Care in Norway

February 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continuing decline in volume sales in 2023 amid rising prices
Brands increasingly adopt attribute bundling strategies as they vie for share
Consumers shift towards liquid detergents, which are perceived as convenient

PROSPECTS AND OPPORTUNITIES

Sluggish performance expected for laundry care amid ongoing economic uncertainty
Sustainability will continue to shape new product development
Shift away from powder detergents set to continue

CATEGORY INDICATORS

Table 1 - Household Possession of Washing Machines 2018-2023

CATEGORY DATA

Table 2 - Sales of Laundry Care by Category: Value 2018-2023
Table 3 - Sales of Laundry Care by Category: % Value Growth 2018-2023
Table 4 - Sales of Laundry Aids by Category: Value 2018-2023
Table 5 - Sales of Laundry Aids by Category: % Value Growth 2018-2023
Table 6 - Sales of Laundry Detergents by Category: Value 2018-2023
Table 7 - Sales of Laundry Detergents by Category: % Value Growth 2018-2023
Table 8 - Sales of In-wash Spot and Stain Removers by Type: % Value Breakdown 2018-2023
Table 9 - NBO Company Shares of Laundry Care: % Value 2019-2023
Table 10 - LBN Brand Shares of Laundry Care: % Value 2020-2023
Table 11 - NBO Company Shares of Laundry Aids: % Value 2019-2023
Table 12 - LBN Brand Shares of Laundry Aids: % Value 2020-2023
Table 13 - NBO Company Shares of Laundry Detergents: % Value 2019-2023
Table 14 - LBN Brand Shares of Laundry Detergents: % Value 2020-2023
Table 15 - Forecast Sales of Laundry Care by Category: Value 2023-2028
Table 16 - Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

Home Care in Norway - Industry Overview

EXECUTIVE SUMMARY

Home care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS

Table 17 - Households 2018-2023

MARKET DATA

Table 18 - Sales of Home Care by Category: Value 2018-2023
Table 19 - Sales of Home Care by Category: % Value Growth 2018-2023
Table 20 - NBO Company Shares of Home Care: % Value 2019-2023
Table 21 - LBN Brand Shares of Home Care: % Value 2020-2023
Table 22 - Penetration of Private Label in Home Care by Category: % Value 2018-2023
Table 23 - Distribution of Home Care by Format: % Value 2018-2023
Table 24 - Distribution of Home Care by Format and Category: % Value 2023

Table 25 - Forecast Sales of Home Care by Category: Value 2023-2028

Table 26 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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