

Toilet Care in Norway

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Further decline in demand for toilet care in 2023
Innovation focuses on more sustainable and convenient packaging
Budget-orientated distribution channels benefit from price sensitivity in 2023

PROSPECTS AND OPPORTUNITIES

Challenging economic outlook will dampen sales of toilet care products
Sustainable innovation will accelerate during the forecast period
Ongoing inflation favours discounters, variety stores and private label

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DISCLAIMER

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