



Euromonitor  
International

# Skin Care in Norway

May 2026

Table of Contents

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Skin Care Summary

## KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Skin Care

## INDUSTRY PERFORMANCE

Steady Growth Driven by Functional Skin Health and Science-Led Brands

Body Care Leads Value with Resilience Amid Shifting Consumer Priorities

Chart 2 - Hero Mighty Patch Drives K-Beauty Format Mainstream

Hero Cosmetics and Skinceuticals Exemplify Asia Influence and Longevity Focus

Chart 3 - Skinceuticals P-Tiox Strengthens Clinical Anti-Ageing Focus

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

## WHAT'S NEXT?

Norwegian Consumers to Drive Steady Growth with Targeted Treatments and Hydration

Brands Adopting Asian Beauty Innovation and Science-Led Claims to Capture Consumer Interest

Chart 7 - Market Insight for Skin Care

Premiumisation and Multifunctionality to Drive Value Growth Amid Mature Consumer Preferences

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Manufacturers Maintain Their Positions through Portfolio Breadth and Premium Focus

Premiumisation and Science-Led Innovation Create Strategic Growth Opportunities

Hero Cosmetics and Skinceuticals Drive Innovation through Targeted and Clinical Solutions

Chart 10 - E.L.F. Bronzing Drops

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

## CHANNELS

Kicks and Fredrik & Louisa Lead with Omnichannel Strength

Omnichannel and Pharmacy Focus Reshaping Retail Dynamics

Retail E-Commerce Expands via Omnichannel Operators and Premium Appeal

Chart 13 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 14 - Economic Context for Skin Care

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 17 - Consumer Context for Skin Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

## EXECUTIVE SUMMARY

2025 Development

## KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Beauty and Personal Care

## INDUSTRY PERFORMANCE

Norwegian Consumers Drive Premium Growth Amid Steady Economic Conditions

Sales in Biggest Category Skin Care Driven by Ingredient-Led and Wellness Trends

Brands Leverage Lifestyle and Digital Engagement to Capture Consumer Loyalty

Chart 22 - Glöd Sophie Elise Self Tan Express Strengthens Lifestyle-Driven Beauty

Chart 23 - Value Sales 2020-2030

Chart 24 - Volume Sales 2020-2030

Chart 25 - Value Sales by Category 2025

## WHAT'S NEXT?

Norwegian Consumers to Drive Premium and Pharmacy Growth through Value-Focused Choices

Skin Care Will Continue to Be the Leading Category in Value Terms

Brands to Leverage Omnichannel and Influencer Strategies to Capture Evolving Consumer Loyalty

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

L'Oréal and Orkla Strengthen Their Positions through Broad Portfolios and Innovation

Sustainability and Omnichannel Strategies Strengthen Brand Loyalty

Chart 28 - Jordan Green Clean Targets Sustainable Oral Care

Fragmentation and Innovation Drive Competitive Dynamics and Growth Opportunities

Chart 29 - Elvital Glycolic Gloss Wins Nca 2025

Chart 30 - Company Shares 2025

Chart 31 - Brand Shares 2025

## CHANNELS

Specialist Sustain Their Dominance Amid Shifting Shares

Retail E-Commerce Continues Growing, Driven by Its Convenience and Omnichannel Operations

Discounters and Omnichannel Specialists Reshaping Retail Landscape in 2026

Chart 32 - Market Insights for Beauty and Personal Care

Chart 33 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 34 - Economic Context for Beauty and Personal Care

Chart 35 - Real Gdp Growth 2020-2030

Chart 36 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 37 - Consumer Context for Beauty and Personal Care

Chart 38 - Population 2020-2030

Chart 39 - Consumer Expenditure 2020-2030

Chart 40 - 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/skin-care-in-norway/report](http://www.euromonitor.com/skin-care-in-norway/report).