

# Dermatologicals in Norway

September 2023

**Table of Contents** 

# Dermatologicals in Norway - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Positive sales growth for dermatologicals as demand for core products remains inelastic Antiparasitics/lice (head and body) treatments rebounds from previous sales slump Stable growth for antipruritics, the most popular category of dermatologicals in Norway

### PROSPECTS AND OPPORTUNITIES

Reduced stigma surrounding the use of dermatologicals set to spur demand
Sales set to receive a boost from consumers spending more time outdoors
The rise of premium beauty and personal care products that mimic dermatologicals

#### **CATEGORY DATA**

- Table 1 Sales of Dermatologicals by Category: Value 2018-2023
- Table 2 Sales of Dermatologicals by Category: % Value Growth 2018-2023
- Table 3 NBO Company Shares of Dermatologicals: % Value 2019-2023
- Table 4 LBN Brand Shares of Dermatologicals: % Value 2020-2023
- Table 5 LBN Brand Shares of Hair Loss Treatments: % Value 2020-2023
- Table 6 Forecast Sales of Dermatologicals by Category: Value 2023-2028
- Table 7 Forecast Sales of Dermatologicals by Category: % Value Growth 2023-2028

# Consumer Health in Norway - Industry Overview

### **EXECUTIVE SUMMARY**

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

## MARKET INDICATORS

Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 9 - Life Expectancy at Birth 2018-2023

#### MARKET DATA

- Table 10 Sales of Consumer Health by Category: Value 2018-2023
- Table 11 Sales of Consumer Health by Category: % Value Growth 2018-2023
- Table 12 NBO Company Shares of Consumer Health: % Value 2019-2023
- Table 13 LBN Brand Shares of Consumer Health: % Value 2020-2023
- Table 14 Penetration of Private Label in Consumer Health by Category: % Value 2018-2023
- Table 15 Distribution of Consumer Health by Format: % Value 2018-2023
- Table 16 Distribution of Consumer Health by Format and Category: % Value 2023
- Table 17 Forecast Sales of Consumer Health by Category: Value 2023-2028
- Table 18 Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

# APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

## DISCLAIMER

#### **DEFINITIONS**

### **SOURCES**

Summary 1 - Research Sources

# 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 focusing 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/dermatologicals-in-norway/report.