



Euromonitor
International

Personal Care Appliances in Norway

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Smart technologies drive growth in oral care appliances

Oral care appliances drive sales

Technological innovation shapes consumer behaviour and market trends

WHAT'S NEXT?

Consumers drive demand for multi-functional and sustainable products

Oral care appliances to remain largest category

Sustainability and design to shape future product development

COMPETITIVE LANDSCAPE

Established brands dominate with strong consumer loyalty

No significant mergers or acquisitions expected to impact the market

CHANNELS

E-commerce dominates sales by offering convenience and personalisation

No new retail brands or concepts emerge in 2026

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Sales of refrigeration appliances driven by high penetration and replacement needs

Sustainability and price sensitivity shape consumer behaviour

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Demand for refrigeration appliances set to remain stable

Sustainability and intelligent technology to drive innovation

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