

All figures incl sales tax / Mill. NOK



**THE NORWEGIAN COSMETIC MARKET  
FIGURES IN CONSUMER CROWNS (MILL. NOK)**

Figures do not include taxfree and online sale from companies outside of Norway

	2019	2020
<b>Group 1. SKIN CARE</b>		
Skin creams (face and body)	2 590	3050
Cleansing products/face tonic	760	825
<b>Total SKIN CARE</b>	<b>3 350</b>	<b>3875</b>
<b>Group 2. SUN CARE</b>	<b>655</b>	<b>780</b>
<b>Group 3. HAIR CARE</b>		
Shampoo	1 140	1405
Conditioner	590	650
Styling products	360	400
Hair colouring/bleaching prod./permanents	490	540
<b>Total HAIR CARE</b>	<b>2 580</b>	<b>2995</b>
<b>Group 4. DECORATIVE COSMETICS</b>		
Nail	190	250
Lip	515	525
Eye	1 000	1030
Face	830	870
<b>Total DECORATIVE COSMETICS</b>	<b>2 535</b>	<b>2675</b>
<b>Group 5. FRAGRANCES PERFUMES</b>		
Women	470	655
Men	300	420
<b>Total FRAGRANCES PERFUMES</b>	<b>770</b>	<b>1075</b>
<b>Group 6. TOILETRIES</b>		
Shaving products *)	110	110
Hair removal products	60	60
Toothpaste	530	510
Mouth wash	235	235
Bath and shower products, incl. soap	820	1050
Deodorants, antiperspirants	460	455
Foot care products	175	170
Children's care	140	135
<b>Total TOILETRIES</b>	<b>2 530</b>	<b>2725</b>
<b>TOTAL ALL GROUPS</b>	<b>12 420</b>	<b>14 125</b>
	Growth vs. last year	13,7 %

\*) Only chemical products (razors, blades etc. not included)  
KLF, 13th October 2021