

All figures incl sales tax / Mill. NOK



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

Figures do not include taxfree.

	2020	2021
Group 1. SKIN CARE		
Skin creams (face and body)	3 060	3430
Cleansing products/face tonic	850	970
Total SKIN CARE	3 910	4400
Group 2. SUN CARE	780	750
Group 3. HAIR CARE		
Shampoo	1 430	1690
Conditioner	660	790
Styling products	405	505
Hair colouring/bleaching prod./permanents	545	615
Total HAIR CARE	3 040	3600
Group 4. DECORATIVE COSMETICS		
Nail	265	300
Lip	535	570
Eye	1 030	1140
Face	900	990
Total DECORATIVE COSMETICS	2 730	3000
Group 5. FRAGRANCES PERFUMES		
Women	670	750
Men	440	500
Total FRAGRANCES PERFUMES	1 110	1250
Group 6. TOILETRIES		
Shaving products *)	110	115
Hair removal products	60	65
Toothpaste	510	530
Mouth wash	235	240
Bath and shower products, incl. soap	1 070	1075
Deodorants, antiperspirants	455	465
Foot care products	170	175
Children's care	135	135
Total TOILETRIES	2 745	2800
TOTAL ALL GROUPS	14 315	15 800
	Growth vs. last year	10,4 %

*) Only chemical products (razors, blades etc. not included)

KLF, 11th October 2022