

L'Oréal Norge AS in Beauty and Personal Care (Norway)

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Abstracts

L'Oréal Norge AS aims to strengthen its position as the leading company in beauty and personal care in Norway through continual innovation across a wide range of categories. The company focuses on offering numerous brands in both the mass and premium segments. Products are distributed through a wide variety of channels depending on the brands' respective positioning. Furthermore, L'Oréal products will continue to be marketed heavily over the forecast period, while the company will also take adva...

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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