

Surface Care in Finland

Market Direction | 2023-01-25 | 21 pages | Euromonitor

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Report description:

During COVID-19, Finns made more effort to maintain the cleanliness of their homes, leading to an increase in sales for surface care. Consumers in Finland typically look for quick and efficient results. While in 2022, cleaning homes continued to normalise in terms of the frequency, consumers still paid attention to reaching fast and effective cleaning solutions. However, following hikes seen during 2020, surface care recorded a current retail value decline in 2022, with strong volume declines se...

Euromonitor International's Surface Care in Finland market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Bathroom Cleaners, Descalers, Drain Openers, Floor Cleaners, Home Care Disinfectants, Home Care Wipes and Floor Cleaning Systems, Kitchen Cleaners, Multi-Purpose Cleaners, Oven Cleaners, Scouring Agents, Window/Glass Cleaners.

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

Why buy this report?

- * Get a detailed picture of the Surface Care market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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Quick and efficient results drive sales in surface care

Players launch eco-friendly surface cleaners to align with the sustainability trend

Players use social media to converse with consumers and inform business decisions

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Domestic origin becomes increasingly important during economic turmoil

Players highlight their sustainable practices to build and encourage brand loyalty

The inclusion of natural ingredients will continue to appeal to Finish consumers

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