

## **Home Care in Estonia**

Market Direction | 2023-02-01 | 57 pages | Euromonitor

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### **Report description:**

Most home care categories derived some benefit from the Coronavirus (COVID-19) pandemic in 2020, seeing a return to retail volume growth or higher increments than in 2019. Lockdown and home seclusion measures led to remote working, distance learning and few opportunities for socialising. As consumers spent long periods in the home, there was a renewed focus on the home environment. In light of the fear of contracting the virus, there was a strong focus on maintaining high personal hygiene and cl...

Euromonitor International's Home Care in Estonia 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: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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

Why buy this report?

- \* Get a detailed picture of the Home 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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Procter & Gamble and Henkel leverage strong brands and resources to maintain a clear lead

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