

## **Laundry Care in Sweden**

Market Direction | 2023-02-01 | 22 pages | Euromonitor

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### **Report description:**

Laundry care saw a spike in demand in 2020 as consumers became more hygiene conscious and looked to carry out more frequent wash loads, with this also being aided by consumers spending more time at home. Over 2021 and 2022 volume sales declined as consumers began returning to their busier pre-pandemic lifestyles and COVID-19 fears began to subside. While laundry care saw a return to growth in current value terms in 2022 this was largely driven by price inflation. Price increases were seen across...

Euromonitor International's Laundry Care in Sweden 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: Carpet Cleaners, Fabric Softeners, Laundry Aids, Laundry Detergents.

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

### **Why buy this report?**

- \* Get a detailed picture of the Laundry 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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