

Laundry Care in Sweden

Market Direction | 2024-02-22 | 21 pages | Euromonitor

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Report description:

Inflation, driven by increased manufacturer input costs, is being transferred to households through elevated retail price points, placing a strain on household finances. It is evident that households are prioritising price value and seeking cost-effective solutions. The higher retail price points observed in 2023 have led to a reshaping of household purchase patterns. Households are becoming more price-sensitive, actively seeking opportunities to purchase laundry care during discounting or promo...

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 2028 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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