

Surface Care in Estonia

Market Direction | 2024-02-22 | 18 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

In 2023, multi-purpose cleaners remained the largest segment in surface care and also registered the highest volume growth. With inflation still being high, consumers were price sensitive and appreciated the convenience and perceived value for money offered by multi-purpose cleaners. By opting for a single product, it can effectively replace several specialised cleaners. Though a much smaller product area, descales also performed well in terms of volume growth, as consumers look to prolong the l...

Euromonitor International's Surface 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 2028 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.

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Surface Care in Estonia
Euromonitor International
February 2024

List Of Contents And Tables

SURFACE CARE IN ESTONIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Multi-purpose cleaners and descalers perform strongly
Colgate-Palmolive continues to lead surface care
New product development focuses on improved formulas and convenient packaging

PROSPECTS AND OPPORTUNITIES

Increased shift to specialised cleaners
Lidl poised to emerge as serious competitor
Gradual emergence of greener brands in surface care

CATEGORY DATA

- Table 1 Sales of Surface Care by Category: Value 2018-2023
- Table 2 Sales of Surface Care by Category: % Value Growth 2018-2023
- Table 3 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023
- Table 4 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023
- Table 5 NBO Company Shares of Surface Care: % Value 2019-2023
- Table 6 LBN Brand Shares of Surface Care: % Value 2020-2023
- Table 7 Forecast Sales of Surface Care by Category: Value 2023-2028
- Table 8 Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

HOME CARE IN ESTONIA

EXECUTIVE SUMMARY

Home care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS

- Table 9 Households 2018-2023

MARKET DATA

- Table 10 Sales of Home Care by Category: Value 2018-2023
- Table 11 Sales of Home Care by Category: % Value Growth 2018-2023
- Table 12 NBO Company Shares of Home Care: % Value 2019-2023
- Table 13 LBN Brand Shares of Home Care: % Value 2020-2023
- Table 14 Penetration of Private Label in Home Care by Category: % Value 2018-2023
- Table 15 Distribution of Home Care by Format: % Value 2018-2023
- Table 16 Distribution of Home Care by Format and Category: % Value 2023
- Table 17 Forecast Sales of Home Care by Category: Value 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com
www.scotts-international.com

Table 18 □Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

Surface Care in Estonia

Market Direction | 2024-02-22 | 18 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-19"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com