

## **Home Care in Sweden**

Market Direction | 2025-02-06 | 61 pages | Euromonitor

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### **Report description:**

Sweden's home care industry saw strong retail current value growth in 2024, though while retail volume growth was solid it lagged behind, reflecting a divergence in the pace of price increases and unit sales. Value growth was primarily driven by price increases, with the rate of these increases slowing as inflationary pressures eased. The deceleration in pricing was in line broader economic adjustments as Swedish households adapted to a more stable, albeit still cautious, financial environment.

Euromonitor International's Home 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 2029 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.

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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## **Table of Contents:**

Home Care in Sweden  
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List Of Contents And Tables

### **HOME CARE IN SWEDEN**

#### **EXECUTIVE SUMMARY**

Home care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for home care?

#### **MARKET INDICATORS**

Table 1 Households 2019-2024

#### **MARKET DATA**

Table 2 Sales of Home Care by Category: Value 2019-2024

Table 3 Sales of Home Care by Category: % Value Growth 2019-2024

Table 4 NBO Company Shares of Home Care: % Value 2020-2024

Table 5 LBN Brand Shares of Home Care: % Value 2021-2024

Table 6 Penetration of Private Label in Home Care by Category: % Value 2019-2024

Table 7 Distribution of Home Care by Format: % Value 2019-2024

Table 8 Distribution of Home Care by Format and Category: % Value 2024

Table 9 Forecast Sales of Home Care by Category: Value 2024-2029

Table 10 □Forecast Sales of Home Care by Category: % Value Growth 2024-2029

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 Research Sources

### **LAUNDRY CARE IN SWEDEN**

#### **KEY DATA FINDINGS**

#### **2024 DEVELOPMENTS**

Swedish shift to liquid detergents in 2024

Efficacy remains key influence on purchasing decisions in laundry care

Sustainability comes into sharper focus

#### **PROSPECTS AND OPPORTUNITIES**

Forecast period will see greater focus on laundry care products that can enhance mood and emotion

Innovation offers further growth potential

Limited edition products and exclusivity will be increasingly used to drive value growth during the forecast period

#### **CATEGORY INDICATORS**

Table 11 Household Possession of Washing Machines 2019-2024

#### **CATEGORY DATA**

Table 12 Sales of Laundry Care by Category: Value 2019-2024

Table 13 Sales of Laundry Care by Category: % Value Growth 2019-2024

Table 14 Sales of Laundry Aids by Category: Value 2019-2024

Table 15 Sales of Laundry Aids by Category: % Value Growth 2019-2024

Table 16 Sales of Laundry Detergents by Category: Value 2019-2024

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Table 17 Sales of Laundry Detergents by Category: % Value Growth 2019-2024  
 Table 18 Sales of In-Wash Spot and Stain Removers by Type: % Value Breakdown 2019-2024  
 Table 19 NBO Company Shares of Laundry Care: % Value 2020-2024  
 Table 20 □LBN Brand Shares of Laundry Care: % Value 2021-2024  
 Table 21 □NBO Company Shares of Laundry Aids: % Value 2020-2024  
 Table 22 □LBN Brand Shares of Laundry Aids: % Value 2021-2024  
 Table 23 □NBO Company Shares of Laundry Detergents: % Value 2020-2024  
 Table 24 □LBN Brand Shares of Laundry Detergents: % Value 2021-2024  
 Table 25 □Forecast Sales of Laundry Care by Category: Value 2024-2029  
 Table 26 □Forecast Sales of Laundry Care by Category: % Value Growth 2024-2029

**DISHWASHING IN SWEDEN**

**KEY DATA FINDINGS**

**2024 DEVELOPMENTS**

Growth for automatic dishwashing tablets in 2024  
 Significant improvements seen in product efficacy  
 Sustainability continues to shape progress

**PROSPECTS AND OPPORTUNITIES**

Dishwashing faces an uncertain forecast period  
 Persistent shift to automatic dishwashing  
 Sustainability concerns will gain traction

**CATEGORY INDICATORS**

Table 27 Household Possession of Dishwashers 2019-2024

**CATEGORY DATA**

Table 28 Sales of Dishwashing by Category: Value 2019-2024  
 Table 29 Sales of Dishwashing by Category: % Value Growth 2019-2024  
 Table 30 NBO Company Shares of Dishwashing: % Value 2020-2024  
 Table 31 LBN Brand Shares of Dishwashing: % Value 2021-2024  
 Table 32 Forecast Sales of Dishwashing by Category: Value 2024-2029  
 Table 33 Forecast Sales of Dishwashing by Category: % Value Growth 2024-2029

**SURFACE CARE IN SWEDEN**

**KEY DATA FINDINGS**

**2024 DEVELOPMENTS**

Multifunctionality trend gathers pace amid economic pressure  
 Local consumers value products promising superior efficacy  
 Sustainability remains major concern in surface care

**PROSPECTS AND OPPORTUNITIES**

Surface care in Sweden faces challenges for the forecast period  
 Sustainability to shape innovation  
 Accelerated trend towards preventive health

**CATEGORY DATA**

Table 34 Sales of Surface Care by Category: Value 2019-2024  
 Table 35 Sales of Surface Care by Category: % Value Growth 2019-2024  
 Table 36 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2019-2024  
 Table 37 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2019-2024  
 Table 38 NBO Company Shares of Surface Care: % Value 2020-2024  
 Table 39 LBN Brand Shares of Surface Care: % Value 2021-2024  
 Table 40 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2024

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Table 41 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2021-2024

Table 42 Forecast Sales of Surface Care by Category: Value 2024-2029

Table 43 □Forecast Sales of Surface Care by Category: % Value Growth 2024-2029

#### BLEACH IN SWEDEN

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Bleach continues to suffer from lack of innovation

Swedish consumers shift to substitute products

Demand for bleach subverted by rising health concerns

##### PROSPECTS AND OPPORTUNITIES

Weak economic outlook could offer opportunities for bleach as a low-cost product

No apparent innovation growth drivers

Sustainability concerns will remain strong

##### CATEGORY DATA

Table 44 Sales of Bleach: Value 2019-2024

Table 45 Sales of Bleach: % Value Growth 2019-2024

Table 46 NBO Company Shares of Bleach: % Value 2020-2024

Table 47 LBN Brand Shares of Bleach: % Value 2021-2024

Table 48 Forecast Sales of Bleach: Value 2024-2029

Table 49 Forecast Sales of Bleach: % Value Growth 2024-2029

#### TOILET CARE IN SWEDEN

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Sustainability trend gains ground in toilet care

Limited editions become more prevalent within toilet care category

Consumers continue to demand toilet care products with high levels of efficacy

##### PROSPECTS AND OPPORTUNITIES

Cost-of-living pressures will continue to impact development for toilet care in Sweden

Sustainability and efficacy will both shape innovation

Focus on freshness holds potential for category growth during forecast period

##### CATEGORY DATA

Table 50 Sales of Toilet Care by Category: Value 2019-2024

Table 51 Sales of Toilet Care by Category: % Value Growth 2019-2024

Table 52 NBO Company Shares of Toilet Care: % Value 2020-2024

Table 53 LBN Brand Shares of Toilet Care: % Value 2021-2024

Table 54 Forecast Sales of Toilet Care by Category: Value 2024-2029

Table 55 Forecast Sales of Toilet Care by Category: % Value Growth 2024-2029

#### POLISHES IN SWEDEN

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Price rises slow down for polishes in 2024

Substitution as a rising threat to products within polishes

Consumers increasingly question the need for polishes

##### PROSPECTS AND OPPORTUNITIES

Economic uncertainty set to further undermine demand for polishes during forecast period

Sustainability trend will gather pace despite economic pressures and low demand

Limited visibility remains hurdle to growth

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## CATEGORY DATA

Table 56 Sales of Polishes by Category: Value 2019-2024

Table 57 Sales of Polishes by Category: % Value Growth 2019-2024

Table 58 NBO Company Shares of Polishes: % Value 2020-2024

Table 59 LBN Brand Shares of Polishes: % Value 2021-2024

Table 60 Forecast Sales of Polishes by Category: Value 2024-2029

Table 61 Forecast Sales of Polishes by Category: % Value Growth 2024-2029

## AIR CARE IN SWEDEN

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Efficacy demand drives development in air care in 2024

Candle air fresheners benefits from premiumisation

Ethical consumerism brings eco-friendliness further to the fore

### PROSPECTS AND OPPORTUNITIES

Economic pressures will continue to shape development in air care

Competitive landscape set to remain concentrated

Fragrance and scent will focus more on mood-enhancement

## CATEGORY DATA

Table 62 Sales of Air Care by Category: Value 2019-2024

Table 63 Sales of Air Care by Category: % Value Growth 2019-2024

Table 64 Sales of Air Care by Fragrance: Value Ranking 2022-2024

Table 65 NBO Company Shares of Air Care: % Value 2020-2024

Table 66 LBN Brand Shares of Air Care: % Value 2021-2024

Table 67 Forecast Sales of Air Care by Category: Value 2024-2029

Table 68 Forecast Sales of Air Care by Category: % Value Growth 2024-2029

## HOME INSECTICIDES IN SWEDEN

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Consumers want insecticides that promise results

Local consumers continue to shift away from chemical solutions

Multifunctional products are preferred choices within home insecticides

### PROSPECTS AND OPPORTUNITIES

Weak economic outlook will encourage consumers to seek better value for money

Health and sustainability trends offer growth opportunities

Packaging innovation to focus on sustainability and practicality

## CATEGORY DATA

Table 69 Sales of Home Insecticides by Category: Value 2019-2024

Table 70 Sales of Home Insecticides by Category: % Value Growth 2019-2024

Table 71 Sales of Spray/Aerosol Insecticides by Type: % Value 2019-2024

Table 72 NBO Company Shares of Home Insecticides: % Value 2020-2024

Table 73 LBN Brand Shares of Home Insecticides: % Value 2021-2024

Table 74 Forecast Sales of Home Insecticides by Category: Value 2024-2029

Table 75 Forecast Sales of Home Insecticides by Category: % Value Growth 2024-2029

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