

## Laundry Care in Estonia

Market Direction | 2025-02-06 | 20 pages | Euromonitor

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### Report description:

Laundry care sales in Estonia are showing the weakest performance across the Baltic countries in 2024. Price inflation continues, further exacerbated by the VAT increase at the beginning of the year. This has undermined consumer confidence, leading to declining overall volume sales.

Euromonitor International's Laundry 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 2029 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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