

Laundry Care in Finland

Market Direction | 2025-02-11 | 21 pages | Euromonitor

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Report description:

In Finland, there is growing awareness of skin sensitivities among the local population, which has stimulated demand for gentler laundry products. Consumers are seeking detergents that are free from harsh chemicals, allergens, and fragrances to prevent skin irritation. An example of this is the launch of Softcare Zero Sensitive Laundry Detergent, formulated without fragrances, dyes, or allergens, thus providing a skin-friendly option without compromising on cleaning power.

Euromonitor International's Laundry Care in Finland 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.

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:

Laundry Care in Finland
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List Of Contents And Tables

LAUNDRY CARE IN FINLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Laundry care brands respond to skin sensitivities

Liquid laundry detergents gain popularity

Efficacy and convenience drive consumer choices

PROSPECTS AND OPPORTUNITIES

Liquid tablet detergents face limitations

Seasonal and limited edition fragrances to gain traction

Private label has further growth potential

CATEGORY INDICATORS

Table 1 Household Possession of Washing Machines 2019-2024

CATEGORY DATA

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

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

Table 4 Sales of Laundry Aids by Category: Value 2019-2024

Table 5 Sales of Laundry Aids by Category: % Value Growth 2019-2024

Table 6 Sales of Laundry Detergents by Category: Value 2019-2024

Table 7 Sales of Laundry Detergents by Category: % Value Growth 2019-2024

Table 8 Sales of In-Wash Spot and Stain Removers by Type: % Value Breakdown 2019-2024

Table 9 NBO Company Shares of Laundry Care: % Value 2020-2024

Table 10 LBN Brand Shares of Laundry Care: % Value 2021-2024

Table 11 NBO Company Shares of Laundry Aids: % Value 2020-2024

Table 12 LBN Brand Shares of Laundry Aids: % Value 2021-2024

Table 13 NBO Company Shares of Laundry Detergents: % Value 2020-2024

Table 14 LBN Brand Shares of Laundry Detergents: % Value 2021-2024

Table 15 Forecast Sales of Laundry Care by Category: Value 2024-2029

Table 16 Forecast Sales of Laundry Care by Category: % Value Growth 2024-2029

HOME CARE IN FINLAND

EXECUTIVE SUMMARY

Home care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 17 Households 2019-2024

MARKET DATA

Table 18 Sales of Home Care by Category: Value 2019-2024

Table 19 Sales of Home Care by Category: % Value Growth 2019-2024

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Table 20 NBO Company Shares of Home Care: % Value 2020-2024

Table 21 LBN Brand Shares of Home Care: % Value 2021-2024

Table 22 Penetration of Private Label in Home Care by Category: % Value 2019-2024

Table 23 Distribution of Home Care by Format: % Value 2019-2024

Table 24 Distribution of Home Care by Format and Category: % Value 2024

Table 25 Forecast Sales of Home Care by Category: Value 2024-2029

Table 26 □Forecast Sales of Home Care by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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