

## **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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Euromonitor International  
February 2025

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