

## **Surface Care in Estonia**

Market Direction | 2025-02-06 | 18 pages | Euromonitor

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### **Report description:**

Overall sales of surface care in Estonia are stagnating in 2024 as rising VAT adds further upward pressure on prices. With increased price sensitivity, consumers continue to shift to multi-purpose products with anti-bacterial features, appreciating their perceived value for money as well as their convenience. By opting for a single product, it can effectively replace several specialised cleaners, saving money. Though a much smaller product area, descales are also performing well, with a stable p...

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 2029 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.

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reliable information resources to help drive informed strategic planning.

**Table of Contents:**

Surface Care in Estonia  
Euromonitor International  
February 2025

List Of Contents And Tables

**SURFACE CARE IN ESTONIA**

**KEY DATA FINDINGS**

**2024 DEVELOPMENTS**

Stagnating sales with rising prices and price sensitivity  
Stable window cleaners and drain openers  
Waning popularity of home care disinfectants and scouring agents

**PROSPECTS AND OPPORTUNITIES**

Consumption impacted by further VAT increases in 2025  
Environmentally-friendly products gain traction  
Local brand popularity

**CATEGORY DATA**

Table 1 Sales of Surface Care by Category: Value 2019-2024  
Table 2 Sales of Surface Care by Category: % Value Growth 2019-2024  
Table 3 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2019-2024  
Table 4 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2019-2024  
Table 5 NBO Company Shares of Surface Care: % Value 2020-2024  
Table 6 LBN Brand Shares of Surface Care: % Value 2021-2024  
Table 7 Forecast Sales of Surface Care by Category: Value 2024-2029  
Table 8 Forecast Sales of Surface Care by Category: % Value Growth 2024-2029

**HOME CARE IN ESTONIA**

**EXECUTIVE SUMMARY**

Home care in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for home care?

**MARKET INDICATORS**

Table 9 Households 2019-2024

**MARKET DATA**

Table 10 Sales of Home Care by Category: Value 2019-2024  
Table 11 Sales of Home Care by Category: % Value Growth 2019-2024  
Table 12 NBO Company Shares of Home Care: % Value 2020-2024  
Table 13 LBN Brand Shares of Home Care: % Value 2021-2024  
Table 14 Penetration of Private Label in Home Care by Category: % Value 2019-2024  
Table 15 Distribution of Home Care by Format: % Value 2019-2024  
Table 16 Distribution of Home Care by Format and Category: % Value 2024  
Table 17 Forecast Sales of Home Care by Category: Value 2024-2029

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Table 18 □Forecast Sales of Home Care by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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