



Toilet Care in Finland

April 2026

Table of Contents

Toilet Care in Finland - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Private-Label Expansion Drives Affordability and Share Gain

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Toilet Care

INDUSTRY PERFORMANCE

Private-Label Expansion Drives Affordability and Share Gain

Chart 2 - Tokmanni Expands Perfekt+ Line

Premium Offerings Support Value Growth through Innovation

Chart 3 - Henkel Expands Bref WC De Luxe Range

Chart 4 - Value Sales of Toilet Care 2020-2030

Chart 5 - Volume Sales of Toilet Care 2020-2030

Chart 6 - Value Sales of Toilet Care by Category 2025

WHAT'S NEXT?

Affordability and Premiumisation Tension to Shape Innovation

Sustainability Becomes Baseline Requirement

Convenience and Multifunctionality Reshape Product Development

Chart 7 - Forecast Value Sales of Toilet Care 2020-2030

Chart 8 - Forecast Value Sales of Toilet Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Transmeri Consolidates Lead with Premium Offerings

Chart 9 - Company Shares of Toilet Care 2025

Chart 10 - Brand Shares of Toilet Care 2025

CHANNELS

Supermarkets and Hypermarkets Dominate as E-Commerce Gains Ground

Chart 11 - Retail Channels for Toilet Care 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Toilet Care

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Toilet Care

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in Finland - Industry Overview](#)

EXECUTIVE SUMMARY

Premiumisation Drives Value Growth Amid Opposing Consumer Forces

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Premiumisation Drives Value Growth Amid Opposing Consumer Forces

Chart 20 - Finnish Brand Osmia Expands Premium Room Fragrance Line with Lemon Garden Scent

Private-Label Disruption Intensifies Competition

Chart 21 - Tokmanni Expands Perfekt+ Line with New Ocean and Lemon WC Fresheners

Sustainability Reshapes Consumer Demand and Retailer Strategies

Chart 22 - Kiihto Expands into Laundry Care with Swan-Certified, Biodegradable Detergents in Recycled Bottles

Chart 23 - Value Sales of Home Care 2020-2030

Chart 24 - Volume Sales of Home Care 2020-2030

Chart 25 - Value Sales of Home Care by Category 2025

WHAT'S NEXT?

Premiumisation to Drive Value Growth as Consumers Trade up

Health and Wellness Concerns Reshape Formulation Priorities

Chart 26 - Analyst Insight for Home Care

Private Label Expansion Continues to Intensify Competitive Pressure

Chart 27 - Forecast Value Sales of Home Care 2020-2030

Chart 28 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever Finland Maintains Lead through Premium and Sustainable Positioning

Chart 29 - Company Shares of Home Care 2025

Chart 30 - Brand Shares of Home Care 2025

CHANNELS

Offline Retail Dominance Continues as E-Commerce Expands

Chart 31 - Retail Channels for Home Care 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Home Care

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Home Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/toilet-care-in-finland/report.