



Euromonitor
International

Home Care in Finland

February 2025

Table of Contents

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 1 - Households 2019-2024

MARKET DATA

- Table 2 - Sales of Home Care by Category: Value 2019-2024
- Table 3 - Sales of Home Care by Category: % Value Growth 2019-2024
- Table 4 - NBO Company Shares of Home Care: % Value 2020-2024
- Table 5 - LBN Brand Shares of Home Care: % Value 2021-2024
- Table 6 - Penetration of Private Label in Home Care by Category: % Value 2019-2024
- Table 7 - Distribution of Home Care by Format: % Value 2019-2024
- Table 8 - Distribution of Home Care by Format and Category: % Value 2024
- Table 9 - Forecast Sales of Home Care by Category: Value 2024-2029
- Table 10 - Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Air Care in Finland

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Shift towards air purifiers comes at expense of traditional air care
- Consumers are seeking safer products with fewer chemicals
- Nature-inspired fragrances support wellbeing in the home

PROSPECTS AND OPPORTUNITIES

- Health concerns and allergies to stifle demand for air care
- Personalised fragrance experiences is key opportunity for air care
- Private label is expected to bolster its position

CATEGORY DATA

- Table 11 - Sales of Air Care by Category: Value 2019-2024
- Table 12 - Sales of Air Care by Category: % Value Growth 2019-2024
- Table 13 - Sales of Air Care by Fragrance: Value Ranking 2022-2024
- Table 14 - NBO Company Shares of Air Care: % Value 2020-2024
- Table 15 - LBN Brand Shares of Air Care: % Value 2021-2024
- Table 16 - Forecast Sales of Air Care by Category: Value 2024-2029
- Table 17 - Forecast Sales of Air Care by Category: % Value Growth 2024-2029

Bleach in Finland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Bleach usage is steadily declining in Finland
Budget-conscious households still depend on bleach
Limited number of competitors stifles development

PROSPECTS AND OPPORTUNITIES

Environmental concerns threaten outlook for bleach
Economic pressures provide some sales opportunities
Lack of product differentiation is a weakness

CATEGORY DATA

- Table 18 - Sales of Bleach: Value 2019-2024
- Table 19 - Sales of Bleach: % Value Growth 2019-2024
- Table 20 - NBO Company Shares of Bleach: % Value 2020-2024
- Table 21 - LBN Brand Shares of Bleach: % Value 2021-2024
- Table 22 - Forecast Sales of Bleach: Value 2024-2029
- Table 23 - Forecast Sales of Bleach: % Value Growth 2024-2029

Dishwashing in Finland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sustainable choices are increasingly important to Finns
Growing demand for natural and gentle formulas in dishwashing
Households seek products delivering higher efficacy

PROSPECTS AND OPPORTUNITIES

Social media trends create marketing opportunities
Shift to automatic dishwashing will be spurred by sustainable trend
Consumers seek sensory experiences from everyday goods

CATEGORY INDICATORS

- Table 24 - Household Possession of Dishwashers 2019-2024

CATEGORY DATA

- Table 25 - Sales of Dishwashing by Category: Value 2019-2024
- Table 26 - Sales of Dishwashing by Category: % Value Growth 2019-2024
- Table 27 - NBO Company Shares of Dishwashing: % Value 2020-2024
- Table 28 - LBN Brand Shares of Dishwashing: % Value 2021-2024
- Table 29 - Forecast Sales of Dishwashing by Category: Value 2024-2029
- Table 30 - Forecast Sales of Dishwashing by Category: % Value Growth 2024-2029

Home Insecticides in Finland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Mosquito repellents play a significant role in air care
Strong preference for multi-purpose home insecticides
Growing backlash against harmful chemicals drives interest in gentle formulas

PROSPECTS AND OPPORTUNITIES

Rising demand for safer and non-toxic insecticides
Growing opportunities for private label

Health and sustainability are core themes driving innovation

CATEGORY DATA

- Table 31 - Sales of Home Insecticides by Category: Value 2019-2024
- Table 32 - Sales of Home Insecticides by Category: % Value Growth 2019-2024
- Table 33 - Sales of Spray/Aerosol Insecticides by Type: % Value 2019-2024
- Table 34 - NBO Company Shares of Home Insecticides: % Value 2020-2024
- Table 35 - LBN Brand Shares of Home Insecticides: % Value 2021-2024
- Table 36 - Forecast Sales of Home Insecticides by Category: Value 2024-2029
- Table 37 - Forecast Sales of Home Insecticides by Category: % Value Growth 2024-2029

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 38 - Household Possession of Washing Machines 2019-2024

CATEGORY DATA

- Table 39 - Sales of Laundry Care by Category: Value 2019-2024
- Table 40 - Sales of Laundry Care by Category: % Value Growth 2019-2024
- Table 41 - Sales of Laundry Aids by Category: Value 2019-2024
- Table 42 - Sales of Laundry Aids by Category: % Value Growth 2019-2024
- Table 43 - Sales of Laundry Detergents by Category: Value 2019-2024
- Table 44 - Sales of Laundry Detergents by Category: % Value Growth 2019-2024
- Table 45 - Sales of In-Wash Spot and Stain Removers by Type: % Value Breakdown 2019-2024
- Table 46 - NBO Company Shares of Laundry Care: % Value 2020-2024
- Table 47 - LBN Brand Shares of Laundry Care: % Value 2021-2024
- Table 48 - NBO Company Shares of Laundry Aids: % Value 2020-2024
- Table 49 - LBN Brand Shares of Laundry Aids: % Value 2021-2024
- Table 50 - NBO Company Shares of Laundry Detergents: % Value 2020-2024
- Table 51 - LBN Brand Shares of Laundry Detergents: % Value 2021-2024
- Table 52 - Forecast Sales of Laundry Care by Category: Value 2024-2029
- Table 53 - Forecast Sales of Laundry Care by Category: % Value Growth 2024-2029

Polishes in Finland

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Price stabilisation is evident in polishes
- Sustainability is driving need for change in formulas and packaging
- Brand loyalty remains strong in polishes

PROSPECTS AND OPPORTUNITIES

Desire for gentle and chemical-free polishes set to rise
Personalised products hold promise for polishes
Weaker visibility in retailers poses challenge to category development

CATEGORY DATA

- Table 54 - Sales of Polishes by Category: Value 2019-2024
- Table 55 - Sales of Polishes by Category: % Value Growth 2019-2024
- Table 56 - NBO Company Shares of Polishes: % Value 2020-2024
- Table 57 - LBN Brand Shares of Polishes: % Value 2021-2024
- Table 58 - Forecast Sales of Polishes by Category: Value 2024-2029
- Table 59 - Forecast Sales of Polishes by Category: % Value Growth 2024-2029

Surface Care in Finland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Multi-purpose surface cleaners remain very popular
Consumers demand high levels of sustainability in surface products
Concentrated and refillable cleaning solutions deliver convenience

PROSPECTS AND OPPORTUNITIES

Price will remain key factor in the purchasing decision
Multi-purpose cleaners will lead in size and growth
Roll out of gentle formulas with fewer chemicals and fragrances to continue

CATEGORY DATA

- Table 60 - Sales of Surface Care by Category: Value 2019-2024
- Table 61 - Sales of Surface Care by Category: % Value Growth 2019-2024
- Table 62 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2019-2024
- Table 63 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2019-2024
- Table 64 - NBO Company Shares of Surface Care: % Value 2020-2024
- Table 65 - LBN Brand Shares of Surface Care: % Value 2021-2024
- Table 66 - NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2024
- Table 67 - LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2021-2024
- Table 68 - Forecast Sales of Surface Care by Category: Value 2024-2029
- Table 69 - Forecast Sales of Surface Care by Category: % Value Growth 2024-2029

Toilet Care in Finland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers are attracted to advanced formulations
Pressure is on players to develop sustainable offerings
Rising cost of living pressures pushes consumers towards more affordable options

PROSPECTS AND OPPORTUNITIES

Opportunity to drive sales through fragrance development
Rising interest in gentle and nature-based product formulations
Private label is expected to raise the bar in product development

CATEGORY DATA

- Table 70 - Sales of Toilet Care by Category: Value 2019-2024

Table 71 - Sales of Toilet Care by Category: % Value Growth 2019-2024

Table 72 - NBO Company Shares of Toilet Care: % Value 2020-2024

Table 73 - LBN Brand Shares of Toilet Care: % Value 2021-2024

Table 74 - Forecast Sales of Toilet Care by Category: Value 2024-2029

Table 75 - Forecast Sales of Toilet Care by Category: % Value Growth 2024-2029

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/home-care-in-finland/report.