



Home Care in Finland

April 2026

Table of Contents

[Home Care in Finland](#)

EXECUTIVE SUMMARY

Premiumisation Drives Value Growth Amid Opposing Consumer Forces

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Premiumisation Drives Value Growth Amid Opposing Consumer Forces

Chart 2 - Finnish Brand Osmia Expands Premium Room Fragrance Line with Lemon Garden Scent

Private-Label Disruption Intensifies Competition

Chart 3 - Tokmanni Expands Perfekt+ Line with New Ocean and Lemon WC Fresheners

Sustainability Reshapes Consumer Demand and Retailer Strategies

Chart 4 - Kiihto Expands into Laundry Care with Swan-Certified, Biodegradable Detergents in Recycled Bottles

Chart 5 - Value Sales of Home Care 2020-2030

Chart 6 - Volume Sales of Home Care 2020-2030

Chart 7 - 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 8 - Analyst Insight for Home Care

Private Label Expansion Continues to Intensify Competitive Pressure

Chart 9 - Forecast Value Sales of Home Care 2020-2030

Chart 10 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever Finland Maintains Lead through Premium and Sustainable Positioning

Chart 11 - Company Shares of Home Care 2025

Chart 12 - Brand Shares of Home Care 2025

CHANNELS

Offline Retail Dominance Continues as E-Commerce Expands

Chart 13 - Retail Channels for Home Care 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Home Care

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Home Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Air Care in Finland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premiumisation Drives Value Growth Amid Split Market Dynamics

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Air Care

INDUSTRY PERFORMANCE

Premiumisation Drives Value Growth Amid Split Market Dynamics

Chart 22 - Finnish Brand Osmia Expands Premium Room Fragrance Line

Mood-Boosting Fragrances Elevate Category Positioning

Chart 23 - Glade Introduces Limited-Edition Christmas Scents

Sustainability Reshapes Development

Chart 24 - Value Sales of Air Care 2020-2030

Chart 25 - Volume Sales of Air Care 2020-2030

Chart 26 - Value Sales of Air Care by Category 2025

WHAT'S NEXT?

Economic Pressures to Drive Affordability Focus and Private Label Expansion

Market Concentration to Persist with High Barriers for New Entrants

Health and Wellness to Drive Natural Formulations and Low-Emission Formats

Chart 27 - Analyst Insight for Air Care

Chart 28 - Forecast Value Sales of Air Care 2020-2030

Chart 29 - Forecast Value Sales of Air Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Transmeri Maintains Leadership through Seasonal Innovation and Retail Reach

Chart 30 - Company Shares of Air Care 2025

Chart 31 - Brand Shares of Air Care 2025

CHANNELS

Supermarkets and Hypermarkets Maintain Dominance While E-Commerce Expands

Chart 32 - Retail Channels for Air Care 2020-2025

ECONOMIC CONTEXT

Chart 33 - Economic Context for Air Care

Chart 34 - Real Gdp Growth 2020-2030

Chart 35 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 36 - Consumer Context for Air Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Bleach in Finland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Economic Caution and Multifunctional Alternatives Drive Category Decline

KEY INDUSTRY TRENDS

Chart 40 - Key Industry Trends for Bleach

INDUSTRY PERFORMANCE

Economic Caution and Multifunctional Alternatives Drive Category Decline

Sustainability Concerns Shift Consumers to Eco-Friendly Alternatives

Chart 41 - Sustainability Initiatives by Finnish Retailers Threaten Bleach Category

Chart 42 - Value Sales of Bleach 2020-2030

Chart 43 - Volume Sales of Bleach 2020-2030

WHAT'S NEXT?

Sustainability Priorities and Retailer Strategies to Undermine Category Relevance

Private Label and Multifunctional Cleaners to Gain Further Ground

Chart 44 - Forecast Value Sales of Bleach 2020-2030

COMPETITIVE LANDSCAPE

Leading Manufacturer Retains Lead Despite Declining Demand

Chart 45 - Company Shares of Bleach 2025

Chart 46 - Brand Shares of Bleach 2025

CHANNELS

Supermarkets and Hypermarkets Lead Despite Sustainability-Driven Shelf Space Reduction

Chart 47 - Retail Channels for Bleach 2020-2025

ECONOMIC CONTEXT

Chart 48 - Economic Context for Bleach

Chart 49 - Real Gdp Growth 2020-2030

Chart 50 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 51 - Consumer Context for Bleach

Chart 52 - Population 2020-2030

Chart 53 - Consumer Expenditure 2020-2030

Chart 54 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Dishwashing in Finland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Automatic Dishwashing Drives Growth While Private Label Gains Traction

KEY INDUSTRY TRENDS

Chart 55 - Key Industry Trends for Dishwashing

INDUSTRY PERFORMANCE

Automatic Dishwashing Drives Growth While Private Label Gains Traction

Health and Wellness Trends Drive Demand for Eco- and Skin-Friendly Formulations

Chart 56 - Kiihto Expands Dishwashing Range

Premiumisation Accelerates through Advanced Performance Claims

Chart 57 - Fairy Elevates Dishwashing with Enhanced 5x Faster Cleaning Formula

Chart 58 - Value Sales of Dishwashing 2020-2030

Chart 59 - Volume Sales of Dishwashing 2020-2030

Chart 60 - Value Sales of Dishwashing by Category 2025

WHAT'S NEXT?

Automatic Dishwashing to Maintain Value Dominance through Efficacy and Sustainability

Performance Efficacy to Drive Premium Segment Expansion

Sustainability Continues to Transition From Differentiator to Baseline Expectation

Chart 61 - Analyst Insight for Dishwashing

Chart 62 - Forecast Value Sales of Dishwashing 2020-2030

Chart 63 - Forecast Value Sales of Dishwashing by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble and Private Label Drive Dishwashing Sales

Chart 64 - Company Shares of Dishwashing 2025

Chart 65 - Brand Shares of Dishwashing 2025

CHANNELS

Hypermarkets and Supermarkets Maintain Dominance Amid E-Commerce Expansion

Chart 66 - Retail Channels for Dishwashing 2020-2025

ECONOMIC CONTEXT

Chart 67 - Economic Context for Dishwashing

Chart 68 - Real Gdp Growth 2020-2030

Chart 69 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 70 - Consumer Context for Dishwashing

Chart 71 - Population 2020-2030

Chart 72 - Consumer Expenditure 2020-2030

Chart 73 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Insecticides in Finland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Spray/Aerosol Insecticides Drive Modest Growth Amid Price Sensitivity

KEY INDUSTRY TRENDS

Chart 74 - Key Industry Trends for Home Insecticides

INDUSTRY PERFORMANCE

Spray/Aerosol Insecticides Drive Modest Growth Amid Price Sensitivity

Eco-Friendly Products Reshape Product Development as Consumers Prioritise Health

Chart 75 - Neudorff Showcases Eco-Friendly Insecticides

Chart 76 - Value Sales of Home Insecticides 2020-2030

Chart 77 - Volume Sales of Home Insecticides 2020-2030

Chart 78 - Value Sales of Home Insecticides by Category 2025

WHAT'S NEXT?

Consumers to Drive Demand for Safer, Eco-Friendly Solutions

Climate-Driven Seasonal Demand to Intensify

Multifunctionality to Further Shape Innovation in Finland

Chart 79 - Forecast Value Sales of Home Insecticides 2020-2030

Chart 80 - Forecast Value Sales of Home Insecticides by Category 2025-2030

COMPETITIVE LANDSCAPE

Transmeri Retains Dominance through Brand Strength and Accessibility

Chart 81 - Company Shares of Home Insecticides 2025

Chart 82 - Brand Shares of Home Insecticides 2025

CHANNELS

Supermarkets and Hypermarkets Dominate as E-Commerce Gains Traction

Chart 83 - Retail Channels for Home Insecticides 2020-2025

ECONOMIC CONTEXT

Chart 84 - Economic Context for Home Insecticides

Chart 85 - Real Gdp Growth 2020-2030

Chart 86 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 87 - Consumer Context for Home Insecticides

Chart 88 - Population 2020-2030

Chart 89 - Consumer Expenditure 2020-2030

Chart 90 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Laundry Care in Finland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Evolving Formats Drive Value Growth Amid Price Sensitivity

KEY INDUSTRY TRENDS

Chart 91 - Key Industry Trends for Laundry Care

INDUSTRY PERFORMANCE

Evolving Formats Drive Value Growth Amid Price Sensitivity

Chart 92 - Dr Beckmann Launches Pre-Dosed Laundry Detergent Sheets in Finland

Premiumisation Gains Traction through Fabric Specialisation

Chart 93 - Ecover Launches Premium Eco Laundry Range

Sustainability Emerges as Central Driver of Consumer Trust

Chart 94 - Kiihto Expands within Laundry with Swan-Certified, Biodegradable Detergents

Chart 95 - Value Sales of Laundry Care 2020-2030

Chart 96 - Volume Sales of Laundry Care 2020-2030

Chart 97 - Value Sales of Laundry Care by Category 2025

WHAT'S NEXT?

Laundry Detergents to Maintain Dominance through Dual Consumer Demands

Sustainability to Transition From Differentiator to Baseline Expectation

Sensorial Innovation to Create Premium Growth Opportunities

Chart 98 - Analyst Insight for Laundry Care

Chart 99 - Forecast Value Sales of Laundry Care 2020-2030

Chart 100 - Forecast Value Sales of Laundry Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever Maintains Lead with Stable Market Share

Chart 101 - Company Shares of Laundry Care 2025

Chart 102 - Brand Shares of Laundry Care 2025

CHANNELS

Supermarkets and Hypermarkets Maintain Combined Dominance While E-Commerce Expands

Chart 103 - Retail Channels for Laundry Care 2020-2025

ECONOMIC CONTEXT

Chart 104 - Economic Context for Laundry Care

Chart 105 - Real Gdp Growth 2020-2030

Chart 106 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 107 - Consumer Context for Laundry Care

Chart 108 - Population 2020-2030

Chart 109 - Consumer Expenditure 2020-2030

Chart 110 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Polishes in Finland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Lifestyle Shifts and Economic Caution Fueledrive Category Decline

KEY INDUSTRY TRENDS

Chart 111 - Key Industry Trends for Polishes

INDUSTRY PERFORMANCE

Lifestyle Shifts and Economic Caution Fueledrive Category Decline

Softcare Drives Sustainable Innovation with Eco-Friendly Shoe Wash

Chart 112 - Sustainable Polishes Gain Ground

Chart 113 - Value Sales of Polishes 2020-2030

Chart 114 - Volume Sales of Polishes 2020-2030

Chart 115 - Value Sales of Polishes by Category 2025

WHAT'S NEXT?

Economic Caution and Limited Relevance to Constrain Future Growth

Sustainability to Remains Decisive Factor

Chart 116 - Analyst Insight for Polishes

Multifunctionality to Erode Traditional Polish Role of Polishes

Chart 117 - Forecast Value Sales of Polishes 2020-2030

Chart 118 - Forecast Value Sales of Polishes by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Maintain Position dominance through Established Brands

Chart 119 - Company Shares of Polishes 2025

Chart 120 - Brand Shares of Polishes 2025

CHANNELS

Hypermarkets and Supermarkets Dominate as E-Commerce Gains Ground

Chart 121 - Retail Channels for Polishes 2020-2025

ECONOMIC CONTEXT

Chart 122 - Economic Context for Polishes

Chart 123 - Real Gdp Growth 2020-2030

Chart 124 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 125 - Consumer Context for Polishes

Chart 126 - Population 2020-2030

Chart 127 - Consumer Expenditure 2020-2030

Chart 128 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Surface Care in Finland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Multi-Purpose Cleaners Drives Growth While Private Label Gains Ground

KEY INDUSTRY TRENDS

Chart 129 - Key Industry Trends for Surface Care

INDUSTRY PERFORMANCE

Multi-Purpose Cleaners Drives Growth While Private Label Gains Ground

Sustainability Remains Defining Force through Eco-Certifications

Chart 130 - Lumme Expands Surface Care Range

Evolving Formats Reshape Category with Refillable Solutions

Chart 131 - Sini Expands Refillable Formats

Chart 132 - Value Sales of Surface Care 2020-2030

Chart 133 - Volume Sales of Surface Care 2020-2030

Chart 134 - Value Sales of Surface Care by Category 2025

WHAT'S NEXT?

Multi-Purpose Cleaners to Lead Value Growth through Convenience and Versatility

Sustainability Shapes Eco-Conscious Format Innovation

Chart 135 - Analyst Insight for Surface Care

Safety and Wellness Attributes Intensify Competitive Dynamics

Chart 136 - Forecast Value Sales of Surface Care 2020-2030

Chart 137 - Forecast Value Sales of Surface Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Henkel Norden Maintains Lead with Strong Brand Portfolio

Chart 138 - Company Shares of Surface Care 2025

Chart 139 - Brand Shares of Surface Care 2025

CHANNELS

Supermarkets and Hypermarkets Lead Surface Care Sales

Chart 140 - Retail Channels for Surface Care 2020-2025

ECONOMIC CONTEXT

Chart 141 - Economic Context for Surface Care

Chart 142 - Real Gdp Growth 2020-2030

Chart 143 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 144 - Consumer Context for Surface Care

Chart 145 - Population 2020-2030

Chart 146 - Consumer Expenditure 2020-2030

Chart 147 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Toilet Care in Finland

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Private-Label Expansion Drives Affordability and Share Gain

KEY INDUSTRY TRENDS

Chart 148 - Key Industry Trends for Toilet Care

INDUSTRY PERFORMANCE

Private-Label Expansion Drives Affordability and Share Gain

Chart 149 - Tokmanni Expands Perfekt+ Line

Premium Offerings Support Value Growth through Innovation

Chart 150 - Henkel Expands Bref WC De Luxe Range

Chart 151 - Value Sales of Toilet Care 2020-2030

Chart 152 - Volume Sales of Toilet Care 2020-2030

Chart 153 - 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 154 - Forecast Value Sales of Toilet Care 2020-2030

Chart 155 - Forecast Value Sales of Toilet Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Transmeri Consolidates Lead with Premium Offerings

Chart 156 - Company Shares of Toilet Care 2025

Chart 157 - Brand Shares of Toilet Care 2025

CHANNELS

Supermarkets and Hypermarkets Dominate as E-Commerce Gains Ground

Chart 158 - Retail Channels for Toilet Care 2020-2025

ECONOMIC CONTEXT

Chart 159 - Economic Context for Toilet Care

Chart 160 - Real Gdp Growth 2020-2030

Chart 161 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 162 - Consumer Context for Toilet Care

Chart 163 - Population 2020-2030

Chart 164 - Consumer Expenditure 2020-2030

Chart 165 - 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/home-care-in-finland/report.