



Surface Care in Estonia

April 2026

Table of Contents

Surface Care in Estonia - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Sprays and Multi-Purpose Cleaners Fuel Surface Care

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Surface Care

INDUSTRY PERFORMANCE

Sprays and Multi-Purpose Cleaners Fuel Surface Care

Chart 2 - Spray Format Is Much More Convenient for Usage and Market Players Follow This Trend

Private Labels Reshape Surface Care Landscape

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Multi-Purpose Cleaners to Drive Growth Despite Economic Uncertainty

Local Eco-Friendly Brands to Gain Traction among Estonian Consumers

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Colgate-Palmolive and Unilever Maintain Dominant Positions

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Hypermarkets and Supermarkets Remain Main Distributors

Retail E-Commerce Gains Traction with Major Retailers

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Surface Care

Chart 12 - Real GDP Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Surface Care

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

Convenience Preferred Amid Economic Uncertainty

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Convenience Preferred Amid Economic Uncertainty

Laundry Care and Dishwashing Lead Estonian Home Care Sales

Multifunctional and Cost-Effective Products Remain Prominent

Chart 19 - Multi Purpose Cleaners as a Crisis Winner

Lidl'S Private Label Drives Growth

Chart 20 - Lidl Grows in Estonia, Latest among the Baltic States

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Economic Factors to Drive Home Care Growth

Chart 24 - Analyst Insight for Home Care

Private Label Expansion Set to Continue with Lidl

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble and Henkel Maintain Leading Positions

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Hypermarkets and Supermarkets Lead Home Care Distribution

Retail E-Commerce Drives Growth with Convenience and Expansion

Chart 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Home Care

Chart 31 - Real GDP Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Home Care

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - 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/surface-care-in-estonia/report.