



# Surface Care in Finland

April 2026

Table of Contents

## Surface Care in Finland - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Multi-Purpose Cleaners Drives Growth While Private Label Gains Ground

### KEY INDUSTRY TRENDS

Chart 1 - 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 2 - Lumme Expands Surface Care Range

Evolving Formats Reshape Category with Refillable Solutions

Chart 3 - Sini Expands Refillable Formats

Chart 4 - Value Sales of Surface Care 2020-2030

Chart 5 - Volume Sales of Surface Care 2020-2030

Chart 6 - 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 7 - Analyst Insight for Surface Care

Safety and Wellness Attributes Intensify Competitive Dynamics

Chart 8 - Forecast Value Sales of Surface Care 2020-2030

Chart 9 - Forecast Value Sales of Surface Care by Category 2025-2030

### COMPETITIVE LANDSCAPE

Henkel Norden Maintains Lead with Strong Brand Portfolio

Chart 10 - Company Shares of Surface Care 2025

Chart 11 - Brand Shares of Surface Care 2025

### CHANNELS

Supermarkets and Hypermarkets Lead Surface Care Sales

Chart 12 - Retail Channels for Surface Care 2020-2025

### ECONOMIC CONTEXT

Chart 13 - Economic Context for Surface Care

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 16 - Consumer Context for Surface Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - 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 20 - Key Industry Trends for Home Care

### INDUSTRY PERFORMANCE

Premiumisation Drives Value Growth Amid Opposing Consumer Forces

Chart 21 - Finnish Brand Osmia Expands Premium Room Fragrance Line with Lemon Garden Scent

Private-Label Disruption Intensifies Competition

Chart 22 - Tokmanni Expands Perfekt+ Line with New Ocean and Lemon WC Fresheners

Sustainability Reshapes Consumer Demand and Retailer Strategies

Chart 23 - Kiilto Expands into Laundry Care with Swan-Certified, Biodegradable Detergents in Recycled Bottles

Chart 24 - Value Sales of Home Care 2020-2030

Chart 25 - Volume Sales of Home Care 2020-2030

Chart 26 - 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 27 - Analyst Insight for Home Care

Private Label Expansion Continues to Intensify Competitive Pressure

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

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

### COMPETITIVE LANDSCAPE

Unilever Finland Maintains Lead through Premium and Sustainable Positioning

Chart 30 - Company Shares of Home Care 2025

Chart 31 - Brand Shares of Home Care 2025

### CHANNELS

Offline Retail Dominance Continues as E-Commerce Expands

Chart 32 - Retail Channels for Home Care 2020-2025

### ECONOMIC CONTEXT

Chart 33 - Economic Context for Home Care

Chart 34 - Real Gdp Growth 2020-2030

Chart 35 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 36 - Consumer Context for Home Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - 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-finland/report](http://www.euromonitor.com/surface-care-in-finland/report).