



Euromonitor
International

Home Care in Western Europe

March 2024

Table of Contents

INTRODUCTION

Scope

Key findings

REGIONAL OVERVIEW

Western European home care market recording slow growth

Western Europe has struggled for growth since the pandemic's 2020 demand spike

Laundry care is the biggest home care category in terms of retail value sales

Liquid tablet detergents popular for their convenience, space saving and lack of mess

Strong growth for the scent booster category over 2018-2023

Dishwashing generates the most new sales in Western Europe over 2018-2023

Sustainability remains important, despite higher price sensitivity in 2022-2023

Discounters gaining share in a cost-conscious environment

E-commerce gains have slowed but its share has doubled since the start of the pandemic

LEADING COMPANIES AND BRANDS

Big multinationals make for a relatively consolidated competitive landscape

Private label attracts price-sensitive consumers but also continues to premiumise

Spain accounts for the biggest share of private label sales in Western Europe

Skip moves back into the top 10 brand rankings

FORECAST PROJECTIONS

Positive value growth expected over the forecast period

Convenience, fragrances and sustainability expected to be key trends

COUNTRY SNAPSHOTS

Austria: Market Context

Austria: Competitive and Retail Landscape

Belgium: Market Context

Belgium: Competitive and Retail Landscape

Denmark: Market Context

Denmark: Competitive and Retail Landscape

Finland: Market Context

Finland: Competitive and Retail Landscape

France: Market Context

France: Competitive and Retail Landscape

Germany: Market Context

Germany: Competitive and Retail Landscape

Greece: Market Context

Greece: Competitive and Retail Landscape

Ireland: Market Context

Ireland: Competitive and Retail Landscape

Italy: Market Context

Italy: Competitive and Retail Landscape

Netherlands: Market Context

Netherlands: Competitive and Retail Landscape

Norway: Market Context

Norway: Competitive and Retail Landscape

Portugal: Market Context

Portugal: Competitive and Retail Landscape

Spain: Market Context

Spain: Competitive and Retail Landscape

Sweden: Market Context

Sweden: Competitive and Retail Landscape
Switzerland: Market Context
Switzerland: Competitive and Retail Landscape
Turkey: Market Context
Turkey: Competitive and Retail Landscape
UK: Market Context
UK: Competitive and Retail Landscape

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-western-europe/report.