

Home Care in Finland

<https://marketpublishers.com/r/H20A9B83878EN.html>

Date: February 2024

Pages: 53

Price: US\$ 2,650.00 (Single User License)

ID: H20A9B83878EN

Abstracts

The year 2023 witnessed a consistent rise in unit prices, contributing to a decline in volume sales. However, since April 2023, home care has shown signs of recovery, buoyed by increases in consumer spending, particularly during the summer months when salaries received a generous boost. Despite this positive trend, the higher spending in summer and autumn has not entirely offset the negative impact of the first half of 2023.

Euromonitor International's Home Care in Finland market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Home Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
February 2024

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