

# ICA Sverige AB in Home Care (Sweden)

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## Abstracts

ICA will continue to favour its private label at the expense of brands over the forecast period. This will see the grocery retailer allocate a greater percentage of shelf-space to its private label at the expense of branded alternatives. ICA is increasingly advanced in its private label as attested by the launch of the laundry detergent ICA Sporttvätt. This innovator status within home care is helping to grow the appeal of ICA's private label among Swedish consumers.

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

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