

# Household Products in Scandinavia

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## Abstracts

Household Products in Scandinavia

### SUMMARY

Household Products in Scandinavia industry profile provides top%li%line qualitative and quantitative summary information including: market share, market size (value and volume 2014%li%18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The household products market consists of the retail sale of textile washing products, paper products, dishwashing products, air fresheners, insecticides, toilet care, scouring products, furniture & floor polish, shoe polish. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions have been made using constant annual average 2018 exchange rates.

The Scandinavian household products market had total revenues of \$2,519.1m in 2018, representing a compound annual growth rate (CAGR) of 2.6% between 2014 and 2018.

Market consumption volume increased with a CAGR of 1.4% between 2014%li%2018, to reach a total of 607.3 million units in 2018.

The Nordic countries, Denmark, Finland, Norway and Sweden, are among the wealthiest countries in the world which are attributing to the market growth.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the household products market in Scandinavia

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the household products market in Scandinavia

Leading company profiles reveal details of key household products market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Scandinavia household products market with five year forecasts by both value and volume

## REASONS TO BUY

What was the size of the Scandinavia household products market by value in 2018?

What will be the size of the Scandinavia household products market in 2023?

What factors are affecting the strength of competition in the Scandinavia household products market?

How has the market performed over the last five years?

Who are the top competitors in Scandinavia's household products market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value
- 3.2. Market volume

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast
- 5.2. Market volume forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power

- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Market share
- 7.2. Who are the leading players in the Scandinavian household products market?
- 7.3. Which companies have been most successful in increasing their market shares since 2014?
- 7.4. Which companies' market shares have suffered between 2014 and 2018?
- 7.5. What are the most popular brands in the market?

## **8 COMPANY PROFILES**

- 8.1. Unilever Sverige AB
- 8.2. The Procter & Gamble Co

## **9 APPENDIX**

- 9.1. Methodology
- 9.2. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Scandinavia household products market value: \$ million, 2014-18
- Table 2: Scandinavia household products market volume: million units, 2014-18
- Table 3: Scandinavia household products market category segmentation: \$ million, 2018
- Table 4: Scandinavia household products market geography segmentation: \$ million, 2018
- Table 5: Scandinavia household products market distribution: % share, by value, 2018
- Table 6: Scandinavia household products market value forecast: \$ million, 2018-23
- Table 7: Scandinavia household products market volume forecast: million units, 2018-23
- Table 8: Scandinavia household products market share: % share, by value, 2018
- Table 9: Unilever Sverige AB: key facts
- Table 10: Unilever Sverige AB: Key Employees
- Table 11: The Procter & Gamble Co: key facts
- Table 12: The Procter & Gamble Co: Annual Financial Ratios
- Table 13: The Procter & Gamble Co: Key Employees
- Table 14: The Procter & Gamble Co: Key Employees Continued

## List Of Figures

### LIST OF FIGURES

- Figure 1: Scandinavia household products market value: \$ million, 2014-18
- Figure 2: Scandinavia household products market volume: million units, 2014-18
- Figure 3: Scandinavia household products market category segmentation: % share, by value, 2018
- Figure 4: Scandinavia household products market geography segmentation: % share, by value, 2018
- Figure 5: Scandinavia household products market distribution: % share, by value, 2018
- Figure 6: Scandinavia household products market value forecast: \$ million, 2018-23
- Figure 7: Scandinavia household products market volume forecast: million units, 2018-23
- Figure 8: Forces driving competition in the household products market in Scandinavia, 2018
- Figure 9: Drivers of buyer power in the household products market in Scandinavia, 2018
- Figure 10: Drivers of supplier power in the household products market in Scandinavia, 2018
- Figure 11: Factors influencing the likelihood of new entrants in the household products market in Scandinavia, 2018
- Figure 12: Factors influencing the threat of substitutes in the household products market in Scandinavia, 2018
- Figure 13: Drivers of degree of rivalry in the household products market in Scandinavia, 2018
- Figure 14: Scandinavia household products market share: % share, by value, 2018

### COMPANIES MENTIONED

Unilever Sverige AB  
The Procter & Gamble Co

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