

# Air Care in Finland

February 2025

**Table of Contents** 

# Air Care in Finland - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Shift towards air purifiers comes at expense of traditional air care

Consumers are seeking safer products with fewer chemicals

Nature-inspired fragrances support wellbeing in the home

## PROSPECTS AND OPPORTUNITIES

Health concerns and allergies to stifle demand for air care

Personalised fragrance experiences is key opportunity for air care

Private label is expected to bolster its position

#### **CATEGORY DATA**

Table 1 - Sales of Air Care by Category: Value 2019-2024

Table 2 - Sales of Air Care by Category: % Value Growth 2019-2024

Table 3 - Sales of Air Care by Fragrance: Value Ranking 2022-2024

Table 4 - NBO Company Shares of Air Care: % Value 2020-2024

Table 5 - LBN Brand Shares of Air Care: % Value 2021-2024

Table 6 - Forecast Sales of Air Care by Category: Value 2024-2029

Table 7 - Forecast Sales of Air Care by Category: % Value Growth 2024-2029

# Home Care in Finland - Industry Overview

## **EXECUTIVE SUMMARY**

Home care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for home care?

## MARKET INDICATORS

Table 8 - Households 2019-2024

# MARKET DATA

Table 9 - Sales of Home Care by Category: Value 2019-2024

Table 10 - Sales of Home Care by Category: % Value Growth 2019-2024

Table 11 - NBO Company Shares of Home Care: % Value 2020-2024

Table 12 - LBN Brand Shares of Home Care: % Value 2021-2024

Table 13 - Penetration of Private Label in Home Care by Category: % Value 2019-2024

Table 14 - Distribution of Home Care by Format: % Value 2019-2024

Table 15 - Distribution of Home Care by Format and Category: % Value 2024

Table 16 - Forecast Sales of Home Care by Category: Value 2024-2029

Table 17 - Forecast Sales of Home Care by Category: % Value Growth 2024-2029

#### DISCLAIMER

### **SOURCES**

Summary 1 - Research Sources

# 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/air-care-in-finland/report.