

Toilet Care in Estonia

February 2025

Table of Contents

Toilet Care in Estonia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Stability in a saturated market Toilet liquids/foam remain the most popular product Power duo: Bref and Domestos

PROSPECTS AND OPPORTUNITIES

Marginal growth of a well-established market Waning presence of rim liquids as players focus on blocks Potential development of greener toilet care

CATEGORY DATA

Table 1 - Sales of Toilet Care by Category: Value 2019-2024
Table 2 - Sales of Toilet Care by Category: % Value Growth 2019-2024
Table 3 - NBO Company Shares of Toilet Care: % Value 2020-2024
Table 4 - LBN Brand Shares of Toilet Care: % Value 2021-2024
Table 5 - Forecast Sales of Toilet Care by Category: Value 2024-2029
Table 6 - Forecast Sales of Toilet Care by Category: % Value Growth 2024-2029

Home Care in Estonia - 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 7 - Households 2019-2024

MARKET DATA

Table 8 - Sales of Home Care by Category: Value 2019-2024Table 9 - Sales of Home Care by Category: % Value Growth 2019-2024Table 10 - NBO Company Shares of Home Care: % Value 2020-2024Table 11 - LBN Brand Shares of Home Care: % Value 2021-2024Table 12 - Penetration of Private Label in Home Care by Category: % Value 2019-2024Table 13 - Distribution of Home Care by Format: % Value 2019-2024Table 14 - Distribution of Home Care by Format and Category: % Value 2024Table 15 - Forecast Sales of Home Care by Category: % Value 2024-2029Table 16 - 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/toilet-care-in-estonia/report.