

Polishes in Sweden

February 2025

Table of Contents

Polishes in Sweden - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price rises slow down for polishes in 2024 Substitution as a rising threat to products within polishes Consumers increasingly question the need for polishes

PROSPECTS AND OPPORTUNITIES

Economic uncertainty set to further undermine demand for polishes during forecast period Sustainability trend will gather pace despite economic pressures and low demand Limited visibility remains hurdle to growth

CATEGORY DATA

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

Home Care in Sweden - 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/polishes-in-sweden/report.