



Euromonitor
International

Laundry Care in Sweden

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Swedish shift to liquid detergents in 2024
- Efficacy remains key influence on purchasing decisions in laundry care
- Sustainability comes into sharper focus

PROSPECTS AND OPPORTUNITIES

- Forecast period will see greater focus on laundry care products that can enhance mood and emotion
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