



**Euromonitor
International**

Laundry Care in Finland

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Laundry Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Laundry Care

INDUSTRY PERFORMANCE

Evolving Formats Drive Value Growth Amid Price Sensitivity

Chart 2 - Dr Beckmann Launches Pre-Dosed Laundry Detergent Sheets in Finland

Premiumisation Gains Traction through Fabric Specialisation

Chart 3 - Ecover Launches Premium Eco Laundry Range

Sustainability Emerges as Central Driver of Consumer Trust

Chart 4 - Kiilto Expands within Laundry with Swan-Certified, Biodegradable Detergents

Chart 5 - Value Sales of Laundry Care 2020-2030

Chart 6 - Volume Sales of Laundry Care 2020-2030

Chart 7 - Value Sales of Laundry Care by Category 2025

WHAT'S NEXT?

Laundry Detergents to Maintain Dominance through Dual Consumer Demands

Sustainability to Transition From Differentiator to Baseline Expectation

Sensorial Innovation to Create Premium Growth Opportunities

Chart 8 - Analyst Insight for Laundry Care

Chart 9 - Forecast Value Sales of Laundry Care 2020-2030

Chart 10 - Forecast Value Sales of Laundry Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever Maintains Lead with Stable Market Share

Chart 11 - Company Shares of Laundry Care 2025

Chart 12 - Brand Shares of Laundry Care 2025

CHANNELS

Supermarkets and Hypermarkets Maintain Combined Dominance While E-Commerce Expands

Chart 13 - Retail Channels for Laundry Care 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Laundry Care

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Laundry Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in Finland - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Premiumisation Drives Value Growth Amid Opposing Consumer Forces

Chart 22 - Finnish Brand Osmia Expands Premium Room Fragrance Line with Lemon Garden Scent

Private-Label Disruption Intensifies Competition

Chart 23 - Tokmanni Expands Perfekt+ Line with New Ocean and Lemon WC Fresheners

Sustainability Reshapes Consumer Demand and Retailer Strategies

Chart 24 - Kiilto Expands into Laundry Care with Swan-Certified, Biodegradable Detergents in Recycled Bottles

Chart 25 - Value Sales of Home Care 2020-2030

Chart 26 - Volume Sales of Home Care 2020-2030

Chart 27 - Value Sales of Home Care by Category 2025

WHAT'S NEXT?

Premiumisation to Drive Value Growth as Consumers Trade up

Health and Wellness Concerns Reshape Formulation Priorities

Chart 28 - Analyst Insight for Home Care

Private Label Expansion Continues to Intensify Competitive Pressure

Chart 29 - Forecast Value Sales of Home Care 2020-2030

Chart 30 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever Finland Maintains Lead through Premium and Sustainable Positioning

Chart 31 - Company Shares of Home Care 2025

Chart 32 - Brand Shares of Home Care 2025

CHANNELS

Offline Retail Dominance Continues as E-Commerce Expands

Chart 33 - Retail Channels for Home Care 2020-2025

ECONOMIC CONTEXT

Chart 34 - Economic Context for Home Care

Chart 35 - Real Gdp Growth 2020-2030

Chart 36 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 37 - Consumer Context for Home Care

Chart 38 - Population 2020-2030

Chart 39 - Consumer Expenditure 2020-2030

Chart 40 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/laundry-care-in-finland/report.