Dishwashing in Estonia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS
Multifunctional benefits boost automatic dishwashing liquids while water quality concerns increase the interest in dishwashing additives
Hand dishwashing continues to dominate as most households do not possess a dishwasher
Effective, eco-friendly and economical Fairy sees fast retail value growth

PROSPECTS AND OPPORTUNITIES
Automatic dishwashing liquids and tablets to make gains from hand dishwashing as the dishwasher possession rate continues to rise
Manufacturers to respond to rising health and wellness and eco-friendly trends
The success of Lidl to spur private label in dishwashing

CATEGORY INDICATORS
Table 1 - Household Possession of Dishwashers 2017-2022

CATEGORY DATA
Table 2 - Sales of Dishwashing by Category: Value 2017-2022
Table 3 - Sales of Dishwashing by Category: % Value Growth 2017-2022
Table 4 - NBO Company Shares of Dishwashing: % Value 2018-2022
Table 5 - LBN Brand Shares of Dishwashing: % Value 2019-2022
Table 6 - Forecast Sales of Dishwashing by Category: Value 2022-2027
Table 7 - Forecast Sales of Dishwashing by Category: % Value Growth 2022-2027

Home Care in Estonia - Industry Overview

EXECUTIVE SUMMARY
Home care in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS
Table 8 - Households 2017-2022

MARKET DATA
Table 9 - Sales of Home Care by Category: Value 2017-2022
Table 10 - Sales of Home Care by Category: % Value Growth 2017-2022
Table 11 - NBO Company Shares of Home Care: % Value 2018-2022
Table 12 - LBN Brand Shares of Home Care: % Value 2019-2022
Table 13 - Penetration of Private Label in Home Care by Category: % Value 2017-2022
Table 14 - Distribution of Home Care by Format: % Value 2017-2022
Table 15 - Distribution of Home Care by Format and Category: % Value 2022
Table 16 - Forecast Sales of Home Care by Category: Value 2022-2027
Table 17 - Forecast Sales of Home Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES
Summary 1 - Research Sources
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/dishwashing-in-estonia/report](http://www.euromonitor.com/dishwashing-in-estonia/report).