Home Insecticides in Sweden - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS
Inflation puts pressure on sales
Health concerns lead consumers towards products with natural formulations
Sustainability a growing concern

PROSPECTS AND OPPORTUNITIES
Challenging economic outlook could disrupt the competitive landscape
Health and environmental concerns likely to limit demand for home insecticides over the forecast period
DIY products could pose a new challenge to home insecticides

CATEGORY DATA
Table 1 - Sales of Home Insecticides by Category: Value 2017-2022
Table 2 - Sales of Home Insecticides by Category: % Value Growth 2017-2022
Table 3 - Sales of Spray/Aerosol Insecticides by Type: % Value 2017-2022
Table 4 - NBO Company Shares of Home Insecticides: % Value 2018-2022
Table 5 - LBN Brand Shares of Home Insecticides: % Value 2019-2022
Table 6 - Forecast Sales of Home Insecticides by Category: Value 2022-2027
Table 7 - Forecast Sales of Home Insecticides by Category: % Value Growth 2022-2027

Home Care in Sweden - 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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