

Home Insecticides in Finland

January 2023

Table of Contents

Home Insecticides in Finland - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

A heightened prevalence of insects boosts demand during 2022

Efficacy is key as consumers reach for convenient all-in-one products

Products with natural ingredients increase as players respond to eco-friendly demands

PROSPECTS AND OPPORTUNITIES

Players engage consumers to build brand loyalty and trust

Players will emphasise domestic origin and sustainable practices to drive sales

Companies are expected to focus on developing fewer toxic products

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 Finland - 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

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/home-insecticides-in-finland/report.