

# Surface Care in Estonia

February 2024

Table of Contents

## Surface Care in Estonia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Multi-purpose cleaners and descalers perform strongly  
Colgate-Palmolive continues to lead surface care  
New product development focuses on improved formulas and convenient packaging

#### PROSPECTS AND OPPORTUNITIES

Increased shift to specialised cleaners  
Lidl poised to emerge as serious competitor  
Gradual emergence of greener brands in surface care

#### CATEGORY DATA

Table 1 - Sales of Surface Care by Category: Value 2018-2023  
Table 2 - Sales of Surface Care by Category: % Value Growth 2018-2023  
Table 3 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023  
Table 4 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023  
Table 5 - NBO Company Shares of Surface Care: % Value 2019-2023  
Table 6 - LBN Brand Shares of Surface Care: % Value 2020-2023  
Table 7 - Forecast Sales of Surface Care by Category: Value 2023-2028  
Table 8 - Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

## Home Care in Estonia - Industry Overview

### EXECUTIVE SUMMARY

Home care in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for home care?

### MARKET INDICATORS

Table 9 - Households 2018-2023

### MARKET DATA

Table 10 - Sales of Home Care by Category: Value 2018-2023  
Table 11 - Sales of Home Care by Category: % Value Growth 2018-2023  
Table 12 - NBO Company Shares of Home Care: % Value 2019-2023  
Table 13 - LBN Brand Shares of Home Care: % Value 2020-2023  
Table 14 - Penetration of Private Label in Home Care by Category: % Value 2018-2023  
Table 15 - Distribution of Home Care by Format: % Value 2018-2023  
Table 16 - Distribution of Home Care by Format and Category: % Value 2023  
Table 17 - Forecast Sales of Home Care by Category: Value 2023-2028  
Table 18 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

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/surface-care-in-estonia/report](http://www.euromonitor.com/surface-care-in-estonia/report).