



# Home Care in Denmark

February 2024

Table of Contents

## Home Care in Denmark

### EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

### MARKET INDICATORS

Table 1 - Households 2018-2023

### MARKET DATA

Table 2 - Sales of Home Care by Category: Value 2018-2023

Table 3 - Sales of Home Care by Category: % Value Growth 2018-2023

Table 4 - NBO Company Shares of Home Care: % Value 2019-2023

Table 5 - LBN Brand Shares of Home Care: % Value 2020-2023

Table 6 - Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 7 - Distribution of Home Care by Format: % Value 2018-2023

Table 8 - Distribution of Home Care by Format and Category: % Value 2023

Table 9 - Forecast Sales of Home Care by Category: Value 2023-2028

Table 10 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Air Care in Denmark

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Air care continues on a downward demand trajectory

Sustainability offers growth opportunities

Efficacy improvements penetrate air care

#### PROSPECTS AND OPPORTUNITIES

Weak economic climate to depress demand

In-home air quality focus militates against the use of air care products

Candle and liquid formats offer premiumisation potential

### CATEGORY DATA

Table 11 - Sales of Air Care by Category: Value 2018-2023

Table 12 - Sales of Air Care by Category: % Value Growth 2018-2023

Table 13 - Sales of Air Care by Fragrance: Value Ranking 2021-2023

Table 14 - NBO Company Shares of Air Care: % Value 2019-2023

Table 15 - LBN Brand Shares of Air Care: % Value 2020-2023

Table 16 - Forecast Sales of Air Care by Category: Value 2023-2028

Table 17 - Forecast Sales of Air Care by Category: % Value Growth 2023-2028

## Bleach in Denmark

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Normalisation and the threat from alternatives continue to hit the demand for bleach in 2023

Pricing informs consumer choices

Lack of innovation deepens old-fashioned image of bleach

## PROSPECTS AND OPPORTUNITIES

Weak outlook with limited space for dynamic new entrants

Bleach maintains affordability and disinfectant advantages

Manufacturers need to heed sustainability and health concerns

## CATEGORY DATA

Table 18 - Sales of Bleach: Value 2018-2023

Table 19 - Sales of Bleach: % Value Growth 2018-2023

Table 20 - NBO Company Shares of Bleach: % Value 2019-2023

Table 21 - LBN Brand Shares of Bleach: % Value 2020-2023

Table 22 - Forecast Sales of Bleach: Value 2023-2028

Table 23 - Forecast Sales of Bleach: % Value Growth 2023-2028

## [Dishwashing in Denmark](#)

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Higher retail price points boost private label and discounters

Incremental efficacy improvements

Sustainability in formulations and packaging

#### PROSPECTS AND OPPORTUNITIES

Longer-term trends and price-sensitivity are set to constrain growth

Sustainability to remain an important company strategy

Removing the chore from cleaning to boost the use of automatic dishwashing tablets and liquids

### CATEGORY INDICATORS

Table 24 - Household Possession of Dishwashers 2017-2022

## CATEGORY DATA

Table 25 - Sales of Dishwashing by Category: Value 2018-2023

Table 26 - Sales of Dishwashing by Category: % Value Growth 2018-2023

Table 27 - NBO Company Shares of Dishwashing: % Value 2019-2023

Table 28 - LBN Brand Shares of Dishwashing: % Value 2020-2023

Table 29 - Forecast Sales of Dishwashing by Category: Value 2023-2028

Table 30 - Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

## [Home Insecticides in Denmark](#)

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Insecticide baits benefits from a safer image

Desire for cleaner living spaces and safer products hurt spray/aerosol insecticides

Manufacturers heed calls for safer products

#### PROSPECTS AND OPPORTUNITIES

Weak economic outlook and safety concerns could see home-made alternatives gain momentum

Health and environmental concerns to help shape the direction of home insecticides

More consumers to seek dual use products

#### CATEGORY DATA

Table 31 - Sales of Home Insecticides by Category: Value 2018-2023

Table 32 - Sales of Home Insecticides by Category: % Value Growth 2018-2023

Table 33 - Sales of Spray/Aerosol Insecticides by Type: % Value 2018-2023

Table 34 - NBO Company Shares of Home Insecticides: % Value 2019-2023

Table 35 - LBN Brand Shares of Home Insecticides: % Value 2020-2023

Table 36 - Forecast Sales of Home Insecticides by Category: Value 2023-2028

Table 37 - Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028

#### Laundry Care in Denmark

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Higher retail price points counsel consumer caution

Innovation leads to low temperature-effective wash products

Sustainability through packaging innovation

#### PROSPECTS AND OPPORTUNITIES

Sustainability to retain currency

Powder detergents to continue to decline

Laundry sheets emerges as a convenient and sustainable format

#### CATEGORY INDICATORS

Table 38 - Household Possession of Washing Machines 2018-2023

#### CATEGORY DATA

Table 39 - Sales of Laundry Care by Category: Value 2018-2023

Table 40 - Sales of Laundry Care by Category: % Value Growth 2018-2023

Table 41 - Sales of Laundry Aids by Category: Value 2018-2023

Table 42 - Sales of Laundry Aids by Category: % Value Growth 2018-2023

Table 43 - Sales of Laundry Detergents by Category: Value 2018-2023

Table 44 - Sales of Laundry Detergents by Category: % Value Growth 2018-2023

Table 45 - Sales of In-wash Spot and Stain Removers by Type: % Value Breakdown 2018-2023

Table 46 - NBO Company Shares of Laundry Care: % Value 2019-2023

Table 47 - LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 48 - NBO Company Shares of Laundry Aids: % Value 2019-2023

Table 49 - LBN Brand Shares of Laundry Aids: % Value 2020-2023

Table 50 - NBO Company Shares of Laundry Detergents: % Value 2019-2023

Table 51 - LBN Brand Shares of Laundry Detergents: % Value 2020-2023

Table 52 - Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 53 - Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

#### Polishes in Denmark

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Higher prices foster channel shift and move to private label

Weaker need for metal and furniture polishes

Substitution threat for polishes

#### PROSPECTS AND OPPORTUNITIES

Economic uncertainty and substitution remain clear threats to polishes  
Shoe polish to benefit from return to out-of-home lifestyles  
Polishes to gain traction from sustainability issues

#### CATEGORY DATA

Table 54 - Sales of Polishes by Category: Value 2018-2023  
Table 55 - Sales of Polishes by Category: % Value Growth 2018-2023  
Table 56 - NBO Company Shares of Polishes: % Value 2019-2023  
Table 57 - LBN Brand Shares of Polishes: % Value 2020-2023  
Table 58 - Forecast Sales of Polishes by Category: Value 2023-2028  
Table 59 - Forecast Sales of Polishes by Category: % Value Growth 2023-2028

#### Surface Care in Denmark

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Higher prices foster trading down trend  
Sustainability to the fore in company innovation strategies  
Efficacy gains importance but cannibalisation remains a problem

##### PROSPECTS AND OPPORTUNITIES

The economic situation is a key driver of consumer trends  
Sustainability to influence household choices  
Health concerns to push safer compositions

#### CATEGORY DATA

Table 60 - Sales of Surface Care by Category: Value 2018-2023  
Table 61 - Sales of Surface Care by Category: % Value Growth 2018-2023  
Table 62 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023  
Table 63 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023  
Table 64 - NBO Company Shares of Surface Care: % Value 2019-2023  
Table 65 - LBN Brand Shares of Surface Care: % Value 2020-2023  
Table 66 - NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023  
Table 67 - LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023  
Table 68 - Forecast Sales of Surface Care by Category: Value 2023-2028  
Table 69 - Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

#### Toilet Care in Denmark

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Price rises hamper demand  
Ambi-Pur WC Active Gel is designed to stand out from the crowd  
Manufacturers address cleaning power and convenience needs

##### PROSPECTS AND OPPORTUNITIES

Efficacy and convenience to remain key selling points  
Manufacturers aim to provide sustainability with efficacy  
Flexible working provides a driver for toilet care demand

#### CATEGORY DATA

Table 70 - Sales of Toilet Care by Category: Value 2018-2023

Table 71 - Sales of Toilet Care by Category: % Value Growth 2018-2023

Table 72 - NBO Company Shares of Toilet Care: % Value 2019-2023

Table 73 - LBN Brand Shares of Toilet Care: % Value 2020-2023

Table 74 - Forecast Sales of Toilet Care by Category: Value 2023-2028

Table 75 - Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028

## 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-care-in-denmark/report](http://www.euromonitor.com/home-care-in-denmark/report).