

# Surface Care in Denmark

February 2024

Table of Contents

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 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 - NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023
- Table 8 - LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023
- Table 9 - Forecast Sales of Surface Care by Category: Value 2023-2028
- Table 10 - Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

Home Care in Denmark - 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 11 - Households 2018-2023

MARKET DATA

- Table 12 - Sales of Home Care by Category: Value 2018-2023
- Table 13 - Sales of Home Care by Category: % Value Growth 2018-2023
- Table 14 - NBO Company Shares of Home Care: % Value 2019-2023
- Table 15 - LBN Brand Shares of Home Care: % Value 2020-2023
- Table 16 - Penetration of Private Label in Home Care by Category: % Value 2018-2023
- Table 17 - Distribution of Home Care by Format: % Value 2018-2023
- Table 18 - Distribution of Home Care by Format and Category: % Value 2023
- Table 19 - Forecast Sales of Home Care by Category: Value 2023-2028
- Table 20 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

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