



Bleach in Finland

April 2026

Table of Contents

Bleach in Finland - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bleach Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Bleach

INDUSTRY PERFORMANCE

Economic Caution and Multifunctional Alternatives Drive Category Decline

Sustainability Concerns Shift Consumers to Eco-Friendly Alternatives

Chart 2 - Sustainability Initiatives by Finnish Retailers Threaten Bleach Category

Chart 3 - Value Sales of Bleach 2020-2030

Chart 4 - Volume Sales of Bleach 2020-2030

WHAT'S NEXT?

Sustainability Priorities and Retailer Strategies to Undermine Category Relevance

Private Label and Multifunctional Cleaners to Gain Further Ground

Chart 5 - Forecast Value Sales of Bleach 2020-2030

COMPETITIVE LANDSCAPE

Leading Manufacturer Retains Lead Despite Declining Demand

Chart 6 - Company Shares of Bleach 2025

Chart 7 - Brand Shares of Bleach 2025

CHANNELS

Supermarkets and Hypermarkets Lead Despite Sustainability-Driven Shelf Space Reduction

Chart 8 - Retail Channels for Bleach 2020-2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Bleach

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Bleach

Chart 13 - Population 2020-2030

Chart 14 - Consumer Expenditure 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in Finland - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Premiumisation Drives Value Growth Amid Opposing Consumer Forces

Chart 17 - Finnish Brand Osmia Expands Premium Room Fragrance Line with Lemon Garden Scent

Private-Label Disruption Intensifies Competition

Chart 18 - Tokmanni Expands Perfekt+ Line with New Ocean and Lemon WC Fresheners

Sustainability Reshapes Consumer Demand and Retailer Strategies

Chart 19 - Kiilto Expands into Laundry Care with Swan-Certified, Biodegradable Detergents in Recycled Bottles

Chart 20 - Value Sales of Home Care 2020-2030

Chart 21 - Volume Sales of Home Care 2020-2030

Chart 22 - Value Sales of Home Care by Category 2025

WHAT'S NEXT?

Premiumisation to Drive Value Growth as Consumers Trade up

Health and Wellness Concerns Reshape Formulation Priorities

Chart 23 - Analyst Insight for Home Care

Private Label Expansion Continues to Intensify Competitive Pressure

Chart 24 - Forecast Value Sales of Home Care 2020-2030

Chart 25 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever Finland Maintains Lead through Premium and Sustainable Positioning

Chart 26 - Company Shares of Home Care 2025

Chart 27 - Brand Shares of Home Care 2025

CHANNELS

Offline Retail Dominance Continues as E-Commerce Expands

Chart 28 - Retail Channels for Home Care 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Home Care

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Home Care

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/bleach-in-finland/report.