



Euromonitor  
International

# Home Care in Denmark

May 2026

Table of Contents

## EXECUTIVE SUMMARY

Consumers Drive Growth with Convenient and Premium Products

## KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Home Care

## INDUSTRY PERFORMANCE

Consumers Drive Growth with Convenient and Premium Products

Eco-Friendly Products Gain Traction with Certifications and Natural Ingredients

Chart 2 - Eco Clean Unlimited Promotes Design, Fragrance And Ingredients Of Natural Origin

Multifunctionality and Premiumisation Shape Product Development

Chart 3 - Brait Cotton Flower Demonstrates Its Versatility

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

## WHAT'S NEXT?

Multifunctionality and Premiumisation Set to Drive Future Progress

Laundry Care to Remain Largest Category as Dishwashing Leads Growth

Chart 7 - At Home Clean Premium Makes Premiumisation Price Accessible

Sustainability Trend Shapes Category Development

Chart 8 - Analyst Insight for Home Care

Chart 9 - Forecast Value Sales 2020-2030

Chart 10 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Unilever Denmark Maintains Lead through Innovation

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

## CHANNELS

Discounters Drive Value Sales with Extensive Network and Private Label

Retail E-Commerce Gains Traction through Convenience and Innovation

Chart 13 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 14 - Economic Context for Home Care

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 17 - Consumer Context for Home Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

## 2025 DEVELOPMENTS

Strong Sales Growth Driven by Wellness and Decor Trends

## KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Air Care

## INDUSTRY PERFORMANCE

Strong Sales Growth Driven by Wellness and Decor Trends

Sustainability Continues to Shape Innovation

Chart 22 - Air Wick 24/7 Active Fresh Fresh Cotton Embraces Sustainability

Candle Air Fresheners Leads with Strong Performance

Chart 23 - Value Sales 2020-2030

Chart 24 - Volume Sales 2020-2030

Chart 25 - Value Sales by Category 2025

## WHAT'S NEXT?

Consumers to Prioritise Eco-Friendly and Natural Air Care Products

Candle Air Fresheners to Remain Largest Category in Value Terms

Chart 26 - Brait Cotton Flower Demonstrates its Versatility

Liquid Air Fresheners and Electric Air Fresheners Set to See Fastest Growth

Chart 27 - Analyst Insight for Air Care

Chart 28 - Forecast Value Sales 2020-2030

Chart 29 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Reckitt Benckiser Dominates with Strong Brand Portfolio

Chart 30 - Company Shares 2025

Chart 31 - Brand Shares 2025

## CHANNELS

Discounters Drive Air Care Sales with Strong Market Penetration

Non-Grocery Retailers and Retail E-Commerce Gain Share through Diversified Offerings

Chart 32 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 33 - Economic Context for Air Care

Chart 34 - Real Gdp Growth 2020-2030

Chart 35 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 36 - Consumer Context for Air Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Bleach in Denmark](#)

## KEY DATA INSIGHTS

## 2025 DEVELOPMENTS

Sustainability Concerns Limit Bleach Sales Despite Economic Stability

## KEY INDUSTRY TRENDS

Chart 40 - Key Industry Trends for Bleach

## INDUSTRY PERFORMANCE

Sustainability Concerns Limit Bleach Sales Despite Economic Stability

Chart 41 - Sustainability Ambitions Challenge Bleach

Leading Retailers Drive Sustainability in Product Assortments

Stable Demand Despite Negative Perceptions

Chart 42 - Value Sales 2020-2030

Chart 43 - Volume Sales 2020-2030

## WHAT'S NEXT?

Consumers to Favour Affordable Bleach Amid Economic Uncertainty

Leading Retailers' Sustainability Policies Limit Bleach Sales

Health and Environmental Concerns Are Shaping Bleach's Future in Denmark

Chart 44 - Analyst Insight for Bleach

Chart 45 - Forecast Value Sales 2020-2030

## COMPETITIVE LANDSCAPE

Colgate-Palmolive Maintains Dominance with Stable Share

Chart 46 - Company Shares 2025

Chart 47 - Brand Shares 2025

## CHANNELS

Discounters Lead Bleach Sales through Wide Store Network

Retail E-Commerce Gains Share with Flexible Shopping Options

Chart 48 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 49 - Economic Context for Bleach

Chart 50 - Real Gdp Growth 2020-2030

Chart 51 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 52 - Consumer Context for Bleach

Chart 53 - Population 2020-2030

Chart 54 - Consumer Expenditure 2020-2030

Chart 55 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Dishwashing in Denmark](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Convenience and Simplicity Drive Sales of Dishwashing Products

## KEY INDUSTRY TRENDS

Chart 56 - Key Industry Trends for Dishwashing

## INDUSTRY PERFORMANCE

Convenience and Simplicity Drive Sales of Dishwashing Products

Sustainability Prompts Brand Innovation

Chart 57 - Vel Repackages to Minimise Plastic Use

Private Label Offers Premiumisation at Lower Price Points

Premium Products Appeal through Luxury and Convenience Positioning  
Chart 58 - At Home Clean Premium Makes Premiumisation Price Accessible  
Chart 59 - Value Sales 2020-2030  
Chart 60 - Volume Sales 2020-2030  
Chart 61 - Value Sales by Category 2025

## WHAT'S NEXT?

Consumers to Prioritise Convenience and Value in Dishwashing Solutions  
Automatic Dishwashing to See Continued Growth  
Health-Conscious Consumers Are Shaping Future Trends  
Chart 62 - Forecast Value Sales 2020-2030  
Chart 63 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Concentration Persists as Reckitt Benckiser Nordic Leads  
Chart 64 - Analyst Insight for Dishwashing  
Chart 65 - Company Shares 2025  
Chart 66 - Brand Shares 2025

## CHANNELS

Discounters Drive Sales with Extensive Outlet Networks  
Retailers Boost Retail E-Commerce with Diverse Offerings  
Chart 67 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 68 - Economic Context for Dishwashing  
Chart 69 - Real Gdp Growth 2020-2030  
Chart 70 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 71 - Consumer Context for Dishwashing  
Chart 72 - Population 2020-2030  
Chart 73 - Consumer Expenditure 2020-2030  
Chart 74 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Home Insecticides in Denmark](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Manufacturers Enhance Value Proposition to Drive Sales

### KEY INDUSTRY TRENDS

Chart 75 - Key Industry Trends for Home Insecticides

## INDUSTRY PERFORMANCE

Manufacturers Enhance Value Proposition to Drive Sales  
Chart 76 - Analyst Insight for Home Insecticides  
Spray/Aerosol Insecticides Leads Value Growth  
Sustainability Shapes Innovation and Progress  
Chart 77 - Borup ECO Product Development Addresses Household Concerns  
Chart 78 - Value Sales 2020-2030  
Chart 79 - Volume Sales 2020-2030

Chart 80 - Value Sales by Category 2025

## WHAT'S NEXT?

Manufacturers to Emphasise Eco-Friendly and Multifunctional Products

Spray/Aerosol Insecticides Set to Maintain Positive Growth

Electric Insecticides to Drive Growth with Eco-Friendly Appeal

Chart 81 - Forecast Value Sales 2020-2030

Chart 82 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Sbm Life Science Dominates with Strong Brand Portfolio

Chart 83 - Company Shares 2025

Chart 84 - Brand Shares 2025

## CHANNELS

Home Product Specialists Leads Distribution Despite Declining Share

Retail E-Commerce Drives Growth with Convenience and Flexibility

Chart 85 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 86 - Economic Context for Home Insecticides

Chart 87 - Real Gdp Growth 2020-2030

Chart 88 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 89 - Consumer Context for Home Insecticides

Chart 90 - Population 2020-2030

Chart 91 - Consumer Expenditure 2020-2030

Chart 92 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Laundry Care in Denmark](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Shifting Consumer Preferences Drive Value Sales Growth

### KEY INDUSTRY TRENDS

Chart 93 - Key Industry Trends for Laundry Care

### INDUSTRY PERFORMANCE

Shifting Consumer Preferences Drive Value Sales Growth

Quick-Wash Solutions Expand within Laundry Detergents

Chart 94 - Analyst Insight for Laundry Care

Eco-Friendly Innovations and Premiumisation Reshape the Market

Chart 95 - Eco Clean Unlimited Promotes Design, Fragrance and Ingredients of Natural Origin

Chart 96 - Value Sales 2020-2030

Chart 97 - Volume Sales 2020-2030

Chart 98 - Value Sales by Category 2025

## WHAT'S NEXT?

Households Set to Drive Demand for Multifunctional and Cost-Effective Laundry Care

Laundry Detergents to Retain Largest Share, as Concentrated Liquids Expand

Sustainability to Shape Future Growth through Innovation

Chart 99 - Forecast Value Sales 2020-2030

Chart 100 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Unilever Denmark Strengthens Lead with Innovative Offerings

Chart 101 - Bamseline Creations Targets Premium Desires

Chart 102 - Company Shares 2025

Chart 103 - Brand Shares 2025

## CHANNELS

Discounters Drive Laundry Care Sales with Extensive Network

Retail E-Commerce Gains Share with Omnichannel Strategies

Chart 104 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 105 - Economic Context for Laundry Care

Chart 106 - Real Gdp Growth 2020-2030

Chart 107 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 108 - Consumer Context for Laundry Care

Chart 109 - Population 2020-2030

Chart 110 - Consumer Expenditure 2020-2030

Chart 111 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Polishes in Denmark](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Multifunctional Products Challenge Traditional Polish Sales

### KEY INDUSTRY TRENDS

Chart 112 - Key Industry Trends for Polishes

### INDUSTRY PERFORMANCE

Multifunctional Products Challenge Traditional Polish Sales

Shoe Polish Leads Value Sales and Growth

Sustainability Drives Innovation and Consumer Loyalty

Chart 113 - Bistro Leverages Eco-Labeling To Differentiate and Boost Sustainability Credentials

Chart 114 - Value Sales 2020-2030

Chart 115 - Volume Sales 2020-2030

Chart 116 - Value Sales by Category 2025

### WHAT'S NEXT?

Manufacturers Expected to Leverage Sustainability to Drive Growth

All Polish Categories to See Value Growth, with Shoe Polish Maintaining Leadership

Business Impact of Sustainability and Substitution Trends

Chart 117 - Analyst Insight for Polishes

Chart 118 - Forecast Value Sales 2020-2030

Chart 119 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Sterling Polish Co Leads with Wide Product Availability

Chart 120 - Company Shares 2025

Chart 121 - Brand Shares 2025

## CHANNELS

Discounters Gain Share at Expense of Supermarkets and Hypermarkets

Retail E-Commerce Gains Traction with Omnichannel Strategies

Chart 122 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 123 - Economic Context for Polishes

Chart 124 - Real Gdp Growth 2020-2030

Chart 125 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 126 - Consumer Context for Polishes

Chart 127 - Population 2020-2030

Chart 128 - Consumer Expenditure 2020-2030

Chart 129 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Surface Care in Denmark](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Multi-Purpose Cleaners Drive Growth in Surface Care

### KEY INDUSTRY TRENDS

Chart 130 - Key Industry Trends for Surface Care

## INDUSTRY PERFORMANCE

Multi-Purpose Cleaners Drive Growth in Surface Care

Consumers Expect Health and Sustainability Accreditations

Chart 131 - EcoClean Unlimited Promotes Design, Fragrance and Ingredients of Natural Origin

Eco-Friendly Launches Provide Premium Features

Chart 132 - Value Sales 2020-2030

Chart 133 - Volume Sales 2020-2030

Chart 134 - Value Sales by Category 2025

## WHAT'S NEXT?

Multi-Purpose Cleaners Expected to Drive Growth with Value-For-Money Appeal

Chart 135 - Ajax Mediterranean Promotes Sustainability at Accessible Price Points

Sustainability Is Shaping Innovation in Premium Surface Care

Growth Opportunity for Eco-Friendly Products at Mass-Market Prices

Chart 136 - Analyst Insight for Surface Care

Chart 137 - Forecast Value Sales 2020-2030

Chart 138 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Colgate-Palmolive Maintains Lead with Stable Share

Chart 139 - Company Shares 2025

Chart 140 - Brand Shares 2025

## CHANNELS

Discounters Lead Surface Care Sales with Broad Accessibility

Retail E-Commerce Gains Share through Convenient Shopping Solutions

Chart 141 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 142 - Economic Context for Surface Care

Chart 143 - Real Gdp Growth 2020-2030

Chart 144 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 145 - Consumer Context for Surface Care

Chart 146 - Population 2020-2030

Chart 147 - Consumer Expenditure 2020-2030

Chart 148 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Toilet Care in Denmark](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Format Innovation Softens Demand for Traditional Formats

### KEY INDUSTRY TRENDS

Chart 149 - Key Industry Trends for Toilet Care

## INDUSTRY PERFORMANCE

Format Innovation Softens Demand for Traditional Formats

Premiumisation and Sustainability Drive Value Growth Despite Economic Caution

Chart 150 - Duck Fresh Discs Address Sustainability Concerns through Format Innovation

Toilet Liquids/Foam and Rim Blocks Lead Market Performance

Chart 151 - Value Sales 2020-2030

Chart 152 - Volume Sales 2020-2030

Chart 153 - Value Sales by Category 2025

## WHAT'S NEXT?

Sustainability and Convenience Set to Drive Future Growth

Toilet Liquids/Foam to Continue to Lead

Rim Blocks to Drive Growth through Innovation

Chart 154 - Analyst Insight for Toilet Care

Chart 155 - Forecast Value Sales 2020-2030

Chart 156 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Players Reinforce Market Share through Innovation

Chart 157 - Company Shares 2025

Chart 158 - Brand Shares 2025

## CHANNELS

Discounters Lead Sales through Extensive Store Network

Retail E-Commerce Gains Traction with Click-And-Collect Services

Chart 159 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 160 - Economic Context for Toilet Care

Chart 161 - Real Gdp Growth 2020-2030

Chart 162 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 163 - Consumer Context for Toilet Care

Chart 164 - Population 2020-2030

Chart 165 - Consumer Expenditure 2020-2030

Chart 166 - 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/home-care-in-denmark/report](http://www.euromonitor.com/home-care-in-denmark/report).