



Euromonitor
International

Laundry Care in Sweden

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Laundry Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Laundry Care

INDUSTRY PERFORMANCE

Premium and Sustainable Offerings Drive Sales Growth

Chart 2 - Softlan Supreme Freshness Elevates Premium Efficacy

Laundry Detergents Dominate the Market

Sustainability and Premiumisation Shape Consumer Preferences

Chart 3 - A+ Promotes Its Sustainability Credentials

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Households Anticipated to Prioritise Eco-Friendly Laundry Care Products

Laundry Detergents Expected to Continue Leading the Market, While New Formats Emerge

Innovation and Exclusivity Drive Value Growth and Premium Pricing

Chart 7 - Analyst Insight for Laundry Care

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever Sverigige Ab Maintains Lead through Innovation

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Grocery Retailers Drive Laundry Care Sales through Omnichannel Strategies

E-Commerce Gains Traction with Omnichannel Retailing

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Laundry Care

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Laundry Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Laundry Care Drives Home Care Growth through Premiumisation

Chart 21 - Softlan Supreme Freshness Elevates Premium Efficacy

Sustainability Influences Product Development and Purchasing Decisions

Private Label Gains Traction as a Trusted Alternative

Chart 22 - Såklart Combines Effectiveness and Sustainability

Chart 23 - Value Sales 2020-2030

Chart 24 - Volume Sales 2020-2030

Chart 25 - Value Sales by Category 2025

WHAT'S NEXT?

Increased Demand for Wellness-Focused Products Anticipated to Drive Future Growth

Chart 26 - Analyst Insight for Home Care

Laundry Care Set to Remain the Largest Category, While Dishwashing Will Remain the Best-Performing

Continued Price-Sensitivity Expected to Increase Demand for Multifunctional Products

Chart 27 - Forecast Value Sales 2020-2030

Chart 28 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever Sverige AB Maintains Lead through Laundry Care Strength

Chart 29 - Company Shares 2025

Chart 30 - Brand Shares 2025

CHANNELS

Grocery Retailers Dominate Sales through Convenience

Retail E-Commerce Gains Traction with Omnichannel Enhancements

Chart 31 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Home Care

Chart 33 - Real GDP Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Home Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - 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/laundry-care-in-sweden/report.