



# Laundry Care in Denmark

February 2024

Table of Contents

## Laundry Care in Denmark - Category analysis

### 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 1 - Household Possession of Washing Machines 2018-2023

#### CATEGORY DATA

Table 2 - Sales of Laundry Care by Category: Value 2018-2023  
Table 3 - Sales of Laundry Care by Category: % Value Growth 2018-2023  
Table 4 - Sales of Laundry Aids by Category: Value 2018-2023  
Table 5 - Sales of Laundry Aids by Category: % Value Growth 2018-2023  
Table 6 - Sales of Laundry Detergents by Category: Value 2018-2023  
Table 7 - Sales of Laundry Detergents by Category: % Value Growth 2018-2023  
Table 8 - Sales of In-wash Spot and Stain Removers by Type: % Value Breakdown 2018-2023  
Table 9 - NBO Company Shares of Laundry Care: % Value 2019-2023  
Table 10 - LBN Brand Shares of Laundry Care: % Value 2020-2023  
Table 11 - NBO Company Shares of Laundry Aids: % Value 2019-2023  
Table 12 - LBN Brand Shares of Laundry Aids: % Value 2020-2023  
Table 13 - NBO Company Shares of Laundry Detergents: % Value 2019-2023  
Table 14 - LBN Brand Shares of Laundry Detergents: % Value 2020-2023  
Table 15 - Forecast Sales of Laundry Care by Category: Value 2023-2028  
Table 16 - Forecast Sales of Laundry 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 17 - Households 2018-2023

#### MARKET DATA

Table 18 - Sales of Home Care by Category: Value 2018-2023  
Table 19 - Sales of Home Care by Category: % Value Growth 2018-2023  
Table 20 - NBO Company Shares of Home Care: % Value 2019-2023  
Table 21 - LBN Brand Shares of Home Care: % Value 2020-2023  
Table 22 - Penetration of Private Label in Home Care by Category: % Value 2018-2023  
Table 23 - Distribution of Home Care by Format: % Value 2018-2023  
Table 24 - Distribution of Home Care by Format and Category: % Value 2023

Table 25 - Forecast Sales of Home Care by Category: Value 2023-2028

Table 26 - 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/laundry-care-in-denmark/report](http://www.euromonitor.com/laundry-care-in-denmark/report).