

# Men's Grooming in Finland

April 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Premium products take a hit, fragrances thrive

Natural skin care gains traction

Shifting ideals and marketing approaches

### PROSPECTS AND OPPORTUNITIES

Value growth to moderate, local innovation takes centre stage

Optimistic outlook for mass men's skin care

Mass men's fragrances holds potential for further growth, and sustainability trends will rise

### CATEGORY DATA

Table 1 - Sales of Men's Grooming by Category: Value 2018-2023

Table 2 - Sales of Men's Grooming by Category: % Value Growth 2018-2023

Table 3 - Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023

Table 4 - Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023

Table 5 - NBO Company Shares of Men's Grooming: % Value 2019-2023

Table 6 - LBN Brand Shares of Men's Grooming: % Value 2020-2023

Table 7 - LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023

Table 8 - Forecast Sales of Men's Grooming by Category: Value 2023-2028

Table 9 - Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

## Beauty and Personal Care in Finland - Industry Overview

### EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

### MARKET DATA

Table 10 - Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 19 - Forecast Sales of Beauty and Personal 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/mens-grooming-in-finland/report](http://www.euromonitor.com/mens-grooming-in-finland/report).