

# Consumer Health in Finland

September 2023

Table of Contents

## Consumer Health in Finland

### EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

### MARKET INDICATORS

Table 1 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 2 - Life Expectancy at Birth 2018-2023

### MARKET DATA

Table 3 - Sales of Consumer Health by Category: Value 2018-2023

Table 4 - Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Consumer Health: % Value 2019-2023

Table 6 - LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 7 - Penetration of Private Label in Consumer Health by Category: % Value 2018-2023

Table 8 - Distribution of Consumer Health by Format: % Value 2018-2023

Table 9 - Distribution of Consumer Health by Format and Category: % Value 2023

Table 10 - Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 11 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

### APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

### DISCLAIMER

### DEFINITIONS

### SOURCES

Summary 1 - Research Sources

## Analgesics in Finland

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Analgesics continues up and down performance

Value-added products emerging, while paediatric analgesics sees healthy performance

Orion Oyj maintains lead

#### PROSPECTS AND OPPORTUNITIES

Analgesics forecast to see modest growth

Positive outlook for paediatric analgesics

Topical analgesics seeing unit price growth

### CATEGORY DATA

Table 12 - Sales of Analgesics by Category: Value 2018-2023

Table 13 - Sales of Analgesics by Category: % Value Growth 2018-2023

Table 14 - NBO Company Shares of Analgesics: % Value 2019-2023

Table 15 - LBN Brand Shares of Analgesics: % Value 2020-2023

Table 16 - Forecast Sales of Analgesics by Category: Value 2023-2028

Table 17 - Forecast Sales of Analgesics by Category: % Value Growth 2023-2028

## Sleep Aids in Finland

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Finns looking for melatonin-based products

Return of herbal ingredients and ongoing expansion of grocery retailing

Intense competition

### PROSPECTS AND OPPORTUNITIES

Positive outlook underpinned by a variety of factors

Expanding offer of melatonin-based combination products

Revival of interest in herbal sleep aids

### CATEGORY DATA

Table 18 - Sales of Sleep Aids: Value 2018-2023

Table 19 - Sales of Sleep Aids: % Value Growth 2018-2023

Table 20 - NBO Company Shares of Sleep Aids: % Value 2019-2023

Table 21 - LBN Brand Shares of Sleep Aids: % Value 2020-2023

Table 22 - Forecast Sales of Sleep Aids: Value 2023-2028

Table 23 - Forecast Sales of Sleep Aids: % Value Growth 2023-2028

## Cough, Cold and Allergy (Hay Fever) Remedies in Finland

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Slight fall after peak in previous year

Nasal sprays and pharyngeal preparations doing well

Cloetta Suomi Oy benefits from strength of Läkeroi brand

### PROSPECTS AND OPPORTUNITIES

Growing demand for convenience

Combination products set to see strong performance

Strong brand recognition and trust to support growth in pharyngeal preparations

### CATEGORY DATA

Table 24 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2018-2023

Table 25 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2018-2023

Table 26 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2019-2023

Table 27 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2023

Table 28 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2023-2028

Table 29 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2023-2028

## Dermatologicals in Finland

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Revival of new product development activity boosts sales

Convenience factor proving important, while nappy rash treatments being hit by falling birth rates

Bayer leads, while smaller brands emerge

## PROSPECTS AND OPPORTUNITIES

Moderate growth expected

Notable growth for medicated shampoos

Growing competition from products such as dietary supplements

## CATEGORY DATA

Table 30 - Sales of Dermatologicals by Category: Value 2018-2023

Table 31 - Sales of Dermatologicals by Category: % Value Growth 2018-2023

Table 32 - NBO Company Shares of Dermatologicals: % Value 2019-2023

Table 33 - LBN Brand Shares of Dermatologicals: % Value 2020-2023

Table 34 - LBN Brand Shares of Hair Loss Treatments: % Value 2020-2023

Table 35 - Forecast Sales of Dermatologicals by Category: Value 2023-2028

Table 36 - Forecast Sales of Dermatologicals by Category: % Value Growth 2023-2028

## Digestive Remedies in Finland

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Revival of normal lifestyles leads to digestive issues

Paediatric diarrhoeal remedies offers novel opportunities

Orion Oyj retains lead, while pharmacy-owned private label continues to emerge

## PROSPECTS AND OPPORTUNITIES

Modern lifestyles supporting demand

Growing demand for convenience

Poor outlook for antifatulents and H2 blockers

## CATEGORY DATA

Table 37 - Sales of Digestive Remedies by Category: Value 2018-2023

Table 38 - Sales of Digestive Remedies by Category: % Value Growth 2018-2023

Table 39 - NBO Company Shares of Digestive Remedies: % Value 2019-2023

Table 40 - LBN Brand Shares of Digestive Remedies: % Value 2020-2023

Table 41 - Forecast Sales of Digestive Remedies by Category: Value 2023-2028

Table 42 - Forecast Sales of Digestive Remedies by Category: % Value Growth 2023-2028

## Eye Care in Finland

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Rise in screen time leads to eye problems

Allergy eye care outperforming standard products

Bayer leads, while local player sees continued share growth

## PROSPECTS AND OPPORTUNITIES

Sales set to rise, though intensification of competition may dampen value growth

More standard eye drops in grocery retailing

Expanded offer expected in allergy eye care

## CATEGORY DATA

Table 43 - Sales of Eye Care by Category: Value 2018-2023

Table 44 - Sales of Eye Care by Category: % Value Growth 2018-2023

Table 45 - NBO Company Shares of Eye Care: % Value 2019-2023

Table 46 - LBN Brand Shares of Eye Care: % Value 2020-2023

Table 47 - Forecast Sales of Eye Care by Category: Value 2023-2028

Table 48 - Forecast Sales of Eye Care by Category: % Value Growth 2023-2028

## NRT Smoking Cessation Aids in Finland

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Situation unclear after regulatory changes

Increasing interest in spray format

Two players dominate

### PROSPECTS AND OPPORTUNITIES

Further decline expected

Situation remains unclear in NRT pouches

Expansion of potential consumer base

### CATEGORY INDICATORS

Table 49 - Number of Smokers by Gender 2018-2023

### CATEGORY DATA

Table 50 - Sales of NRT Smoking Cessation Aids by Category: Value 2018-2023

Table 51 - Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2018-2023

Table 52 - NBO Company Shares of NRT Smoking Cessation Aids: % Value 2019-2023

Table 53 - LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2020-2023

Table 54 - Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2023-2028

Table 55 - Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2023-2028

## Wound Care in Finland

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Inflation drives up value, while volumes fall

Private label benefiting from increased consumer price sensitivity

Orkla and Beiersdorf continue to dominate, but see share loss

### PROSPECTS AND OPPORTUNITIES

Moderate growth expected

Opportunities for private label

Brands to become more innovative as economic conditions improve

### CATEGORY DATA

Table 56 - Sales of Wound Care by Category: Value 2018-2023

Table 57 - Sales of Wound Care by Category: % Value Growth 2018-2023

Table 58 - NBO Company Shares of Wound Care: % Value 2019-2023

Table 59 - LBN Brand Shares of Wound Care: % Value 2020-2023

Table 60 - Forecast Sales of Wound Care by Category: Value 2023-2028

Table 61 - Forecast Sales of Wound Care by Category: % Value Growth 2023-2028

## Sports Nutrition in Finland

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Growth across categories

Expanding product offer supports growth

Leading players see continued share erosion

## PROSPECTS AND OPPORTUNITIES

Healthy growth expected

Sports non-protein products set to thrive

Opportunities for expansion of sports protein RTDs

## CATEGORY DATA

Table 62 - Sales of Sports Nutrition by Category: Value 2018-2023

Table 63 - Sales of Sports Nutrition by Category: % Value Growth 2018-2023

Table 64 - NBO Company Shares of Sports Nutrition: % Value 2019-2023

Table 65 - LBN Brand Shares of Sports Nutrition: % Value 2020-2023

Table 66 - Forecast Sales of Sports Nutrition by Category: Value 2023-2028

Table 67 - Forecast Sales of Sports Nutrition by Category: % Value Growth 2023-2028

## Dietary Supplements in Finland

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

New product launches with range of claims

New products boost performance of probiotics, while energy and stress relief products do well

Orkla Care leads fragmented category

#### PROSPECTS AND OPPORTUNITIES

New products set to boost sales

Positive outlook for probiotics

Mineral supplements expected to perform well

#### CATEGORY DATA

Table 68 - Sales of Dietary Supplements by Category: Value 2018-2023

Table 69 - Sales of Dietary Supplements by Category: % Value Growth 2018-2023

Table 70 - Sales of Dietary Supplements by Positioning: % Value 2018-2023

Table 71 - NBO Company Shares of Dietary Supplements: % Value 2019-2023

Table 72 - LBN Brand Shares of Dietary Supplements: % Value 2020-2023

Table 73 - Forecast Sales of Dietary Supplements by Category: Value 2023-2028

Table 74 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2023-2028

## Vitamins in Finland

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Vitamins sales stabilising after pandemic peak

Multivitamins working to address challenges, as consumers look to single vitamins

Leader sees share eroded

#### PROSPECTS AND OPPORTUNITIES

Maturity and shift to grocery channel to constrain growth

Vitamin K expected to perform well

Competition intensifying

## CATEGORY DATA

Table 75 - Sales of Vitamins by Category: Value 2018-2023

Table 76 - Sales of Vitamins by Category: % Value Growth 2018-2023

Table 77 - Sales of Multivitamins by Positioning: % Value 2018-2023

Table 78 - NBO Company Shares of Vitamins: % Value 2019-2023

Table 79 - LBN Brand Shares of Vitamins: % Value 2020-2023

Table 80 - Forecast Sales of Vitamins by Category: Value 2023-2028

Table 81 - Forecast Sales of Vitamins by Category: % Value Growth 2023-2028

## Weight Management and Wellbeing in Finland

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Falling sales linked to new legislation and shifting health trends

Meal replacement and weight loss supplements performing poorly

Highly fragmented competitive landscape

### PROSPECTS AND OPPORTUNITIES

Consumer behaviour trends unfavourable for weight management and wellbeing

New Rx product further complicates situation for OTC obesity

Competition from packaged food and sports nutrition

## CATEGORY DATA

Table 82 - Sales of Weight Management and Wellbeing by Category: Value 2018-2023

Table 83 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2018-2023

Table 84 - NBO Company Shares of Weight Management and Wellbeing: % Value 2019-2023

Table 85 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2020-2023

Table 86 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2023-2028

Table 87 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2023-2028

## Herbal/Traditional Products in Finland

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Diversification of demand in herbal/traditional products

Product innovation spurring consumer interest

Cloetta Suomi leads fragmented category

### PROSPECTS AND OPPORTUNITIES

Potential for growth despite economic challenges

Expansion of herbal sleep aids

Demand for stress relieving products

## CATEGORY DATA

Table 88 - Sales of Herbal/Traditional Products by Category: Value 2018-2023

Table 89 - Sales of Herbal/Traditional Products by Category: % Value Growth 2018-2023

Table 90 - NBO Company Shares of Herbal/Traditional Products: % Value 2019-2023

Table 91 - LBN Brand Shares of Herbal/Traditional Products: % Value 2020-2023

Table 92 - Forecast Sales of Herbal/Traditional Products by Category: Value 2023-2028

Table 93 - Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2023-2028

## Paediatric Consumer Health in Finland

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Untapped potential

Digestive remedies and analgesics performing well

GSK Consumer Healthcare extends lead

### PROSPECTS AND OPPORTUNITIES

Parents to continue to prioritise spending on children

New products could drive growth

Innovation needs to resonate with convenience trend

### CATEGORY DATA

Table 94 - Sales of Paediatric Consumer Health by Category: Value 2018-2023

Table 95 - Sales of Paediatric Consumer Health by Category: % Value Growth 2018-2023

Table 96 - NBO Company Shares of Paediatric Consumer Health: % Value 2019-2023

Table 97 - LBN Brand Shares of Paediatric Consumer Health: % Value 2020-2023

Table 98 - Forecast Sales of Paediatric Consumer Health by Category: Value 2023-2028

Table 99 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2023-2028

## 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/consumer-health-in-finland/report](https://www.euromonitor.com/consumer-health-in-finland/report).