Bath and Shower in Finland - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS
Mature category sees low value growth and dips in volume sales in 2022
Hand sanitisers and liquid soaps remain relevant despite declining growth post-pandemic
Intimate hygiene rises fastest in 2022

PROSPECTS AND OPPORTUNITIES
Volume sales may suffer over the forecast period
Private label to rise in perception thanks to value-added offerings
Natural, organic and sustainability trends to resurge after initial slowdown

CATEGORY DATA
Table 1 - Sales of Bath and Shower by Category: Value 2017-2022
Table 2 - Sales of Bath and Shower by Category: % Value Growth 2017-2022
Table 3 - Sales of Bath and Shower by Premium vs Mass: % Value 2017-2022
Table 4 - NBO Company Shares of Bath and Shower: % Value 2018-2022
Table 5 - LBN Brand Shares of Bath and Shower: % Value 2019-2022
Table 6 - LBN Brand Shares of Premium Bath and Shower: % Value 2019-2022
Table 7 - Forecast Sales of Bath and Shower by Category: Value 2022-2027
Table 8 - Forecast Sales of Bath and Shower by Category: % Value Growth 2022-2027
Table 9 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2022-2027

Beauty and Personal Care in Finland - Industry Overview

EXECUTIVE SUMMARY
Beauty and personal care in 2022: The big picture
2022 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 2017-2022
Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022
Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022
Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022
Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES
Summary 1 - Research Sources

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