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Beauty and personal care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

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DISCLAIMER

SOURCES

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Baby and Child-Specific Products in Finland

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Increased focus on sensitive skin drives development
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Multinationals remain dominant, but niche players offer promise

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PROSPECTS AND OPPORTUNITIES
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Limited-edition lines and new launches to boost value sales
Smaller sizes and natural ingredients offer growth potential

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**Hair Care in Finland**

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**2023 DEVELOPMENTS**

Value growth outpaces volume due to price increases
Salon hair care declines as consumers downgrade
Natural ingredients gain traction in conditioners and treatments

**PROSPECTS AND OPPORTUNITIES**

Stagnant growth but opportunities in styling products and conditioners/treatments
Sustainability and natural ingredients remain key drivers
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**Men's Grooming in Finland**

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Shifting ideals and marketing approaches

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Competition heats up: New players, niche preferences
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