

Beauty and Personal Care in Finland

April 2024

Table of Contents

Beauty and Personal Care in Finland

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 1 Sales of Beauty and Personal Care by Category: Value 2018-2023
- Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
- Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
- Table 6 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
- Table 7 Distribution of Beauty and Personal Care by Format: % Value 2018-2023
- Table 8 Distribution of Beauty and Personal Care by Format and Category: % Value 2023
- Table 9 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
- Table 10 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baby and Child-Specific Products in Finland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales slow as birth rates continue to fall in 2023

Increased focus on sensitive skin drives development

Parents shift towards natural ingredients and organic products

PROSPECTS AND OPPORTUNITIES

Shift to natural and organic offerings will support value sales

Private label to gain greater ground

Heightened focus on sun protection

CATEGORY DATA

- Table 11 Sales of Baby and Child-specific Products by Category: Value 2018-2023
- Table 12 Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023
- Table 13 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023
- Table 14 NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023
- Table 15 LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023
- Table 16 LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2020-2023
- Table 17 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023
- Table 18 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023
- Table 19 Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028
- Table 20 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028
- Table 21 Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

Bath and Shower in Finland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumer frugality amidst economic uncertainty

Surge in intimate hygiene

Evolving hand sanitiser sales

PROSPECTS AND OPPORTUNITIES

Balanced growth outlook with intimate hygiene being the rising star

Private label to rise in perception thanks to value-added offerings

Natural, organic and sustainability trends to resurge after initial slowdown

CATEGORY DATA

- Table 22 Sales of Bath and Shower by Category: Value 2018-2023
- Table 23 Sales of Bath and Shower by Category: % Value Growth 2018-2023
- Table 24 Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023
- Table 25 NBO Company Shares of Bath and Shower: % Value 2019-2023
- Table 26 LBN Brand Shares of Bath and Shower: % Value 2020-2023
- Table 27 LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023
- Table 28 Forecast Sales of Bath and Shower by Category: Value 2023-2028
- Table 29 Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028
- Table 30 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

Colour Cosmetics in Finland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Resilience and innovation

Navigating economic uncertainty

Exploring emerging categories

PROSPECTS AND OPPORTUNITIES

Recovery and innovation

Shifting dynamics in market growth

Rising demand for lower-cost, multi-purpose products

CATEGORY DATA

- Table 31 Sales of Colour Cosmetics by Category: Value 2018-2023
- Table 32 Sales of Colour Cosmetics by Category: % Value Growth 2018-2023
- Table 33 NBO Company Shares of Colour Cosmetics: % Value 2019-2023
- Table 34 LBN Brand Shares of Colour Cosmetics: % Value 2020-2023
- Table 35 LBN Brand Shares of Eye Make-up: % Value 2020-2023
- Table 36 LBN Brand Shares of Facial Make-up: % Value 2020-2023
- Table 37 LBN Brand Shares of Lip Products: % Value 2020-2023
- Table 38 LBN Brand Shares of Nail Products: % Value 2020-2023
- Table 39 LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023
- Table 40 Forecast Sales of Colour Cosmetics by Category: Value 2023-2028
- Table 41 Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

Deodorants in Finland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Value growth outpaces volume due to inflation and evolving preferences

Natural and aluminium-free options gain traction

Multinationals remain dominant, but niche players offer promise

PROSPECTS AND OPPORTUNITIES

Higher-priced options to drive overall value growth

Key Flat Symbol to become more prevalent

Expansion in fragrances line extensions expected, while e-commerce will continue to rise

CATEGORY DATA

Table 42 - Sales of Deodorants by Category: Value 2018-2023

Table 43 - Sales of Deodorants by Category: % Value Growth 2018-2023

Table 44 - Sales of Deodorants by Premium vs Mass: % Value 2018-2023

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

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

Table 47 - LBN Brand Shares of Premium Deodorants: % Value 2020-2023

Table 48 - Forecast Sales of Deodorants by Category: Value 2023-2028

Table 49 - Forecast Sales of Deodorants by Category: % Value Growth 2023-2028

Table 50 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

Depilatories in Finland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sluggish growth as consumers grapple with declining purchasing power

Focus on long-lasting results and sustainability

Private label gains ground

PROSPECTS AND OPPORTUNITIES

Opportunities in sustainable, user-friendly multi-use products

Sustainability and private label growth

Hair removers/bleaches poised for highest growth

CATEGORY DATA

Table 51 - Sales of Depilatories by Category: Value 2018-2023

Table 52 - Sales of Depilatories by Category: % Value Growth 2018-2023

Table 53 - Sales of Women's Razors and Blades by Type: % Value Breakdown 2019-2023

Table 54 - NBO Company Shares of Depilatories: % Value 2019-2023

Table 55 - LBN Brand Shares of Depilatories: % Value 2020-2023

Table 56 - Forecast Sales of Depilatories by Category: Value 2023-2028

Table 57 - Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

Fragrances in Finland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Resurgence in fragrance use and brand activity

Mass fragrances gain momentum

Unisex fragrances see continued growth

PROSPECTS AND OPPORTUNITIES

Continued growth and evolving consumer preferences

Limited-edition lines and new launches to boost value sales

Smaller sizes and natural ingredients offer growth potential

CATEGORY DATA

- Table 58 Sales of Fragrances by Category: Value 2018-2023
- Table 59 Sales of Fragrances by Category: % Value Growth 2018-2023
- Table 60 NBO Company Shares of Fragrances: % Value 2019-2023
- Table 61 LBN Brand Shares of Fragrances: % Value 2020-2023
- Table 62 LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023
- Table 63 LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023
- Table 64 Forecast Sales of Fragrances by Category: Value 2023-2028
- Table 65 Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

Hair Care in Finland

KEY DATA FINDINGS

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

Perms and relaxants continue to decline

CATEGORY DATA

- Table 66 Sales of Hair Care by Category: Value 2018-2023
- Table 67 Sales of Hair Care by Category: % Value Growth 2018-2023
- Table 68 Sales of Hair Care by Premium vs Mass: % Value 2018-2023
- Table 69 NBO Company Shares of Hair Care: % Value 2019-2023
- Table 70 NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023
- Table 71 LBN Brand Shares of Hair Care: % Value 2020-2023
- Table 72 LBN Brand Shares of Colourants: % Value 2020-2023
- Table 73 LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023
- Table 74 LBN Brand Shares of Styling Agents: % Value 2020-2023
- Table 75 LBN Brand Shares of Premium Hair Care: % Value 2020-2023
- Table 76 Forecast Sales of Hair Care by Category: Value 2023-2028
- Table 77 Forecast Sales of Hair Care by Category: % Value Growth 2023-2028
- Table 78 Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

Men's Grooming in Finland

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 79 Sales of Men's Grooming by Category: Value 2018-2023
- Table 80 Sales of Men's Grooming by Category: % Value Growth 2018-2023
- Table 81 Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023
- Table 82 Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023
- Table 83 NBO Company Shares of Men's Grooming: % Value 2019-2023
- Table 84 LBN Brand Shares of Men's Grooming: % Value 2020-2023
- Table 85 LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023
- Table 86 Forecast Sales of Men's Grooming by Category: Value 2023-2028
- Table 87 Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

Oral Care in Finland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation drives value growth, new launches focus on natural & eco-friendly

Natural ingredients and sustainability gain traction

Therapeutic toothpastes drive growth in toothpaste sales

PROSPECTS AND OPPORTUNITIES

Moderate growth expected, electric toothbrushes lead the charge

Electric toothbrushes rise, others decline

Competition heats up: Price wars and value-added products

CATEGORY DATA

- Table 88 Sales of Oral Care by Category: Value 2018-2023
- Table 89 Sales of Oral Care by Category: % Value Growth 2018-2023
- Table 90 Sales of Toothbrushes by Category: Value 2018-2023
- Table 91 Sales of Toothbrushes by Category: % Value Growth 2018-2023
- Table 92 Sales of Toothpaste by Type: % Value Breakdown 2019-2023
- Table 93 NBO Company Shares of Oral Care: % Value 2019-2023
- Table 94 LBN Brand Shares of Oral Care: % Value 2020-2023
- Table 95 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2020-2023
- Table 96 LBN Brand Shares of Toothpaste: % Value 2020-2023
- Table 97 Forecast Sales of Oral Care by Category: Value 2023-2028
- Table 98 Forecast Sales of Oral Care by Category: % Value Growth 2023-2028
- Table 99 Forecast Sales of Toothbrushes by Category: Value 2023-2028
- Table 100 Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

Skin Care in Finland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mass skin care outshines premium

Beyond anti-aging: A shift towards hydration

Sustainability gains traction

PROSPECTS AND OPPORTUNITIES

E-commerce takes centre stage

Competition heats up: New players, niche preferences

Focus on skin health whilst skinimalism gathers pace

CATEGORY DATA

Table 101 - Sales of Skin Care by Category: Value 2018-2023

Table 102 - Sales of Skin Care by Category: % Value Growth 2018-2023

Table 103 - NBO Company Shares of Skin Care: % Value 2019-2023

Table 104 - LBN Brand Shares of Skin Care: % Value 2020-2023

Table 105 - LBN Brand Shares of Basic Moisturisers: % Value 2020-2023

Table 106 - LBN Brand Shares of Anti-agers: % Value 2020-2023

Table 107 - LBN Brand Shares of Firming Body Care: % Value 2020-2023

Table 108 - LBN Brand Shares of General Purpose Body Care: % Value 2020-2023

Table 109 - LBN Brand Shares of Premium Skin Care: % Value 2020-2023

Table 110 - Forecast Sales of Skin Care by Category: Value 2023-2028

Table 111 - Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

Sun Care in Finland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Stagnant volume, growing quality

SPF in everyday products: A double-edged sword

Natural and dermocosmetics gain traction

PROSPECTS AND OPPORTUNITIES

Sun safety reigns supreme

Going green: The rise of eco-friendly options
Social media and e-commerce: The winning formula

CATEGORY DATA

Table 112 - Sales of Sun Care by Category: Value 2018-2023

Table 113 - Sales of Sun Care by Category: % Value Growth 2018-2023

Table 114 - NBO Company Shares of Sun Care: % Value 2019-2023

Table 115 - LBN Brand Shares of Sun Care: % Value 2020-2023

Table 116 - LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023

Table 117 - Forecast Sales of Sun Care by Category: Value 2023-2028

Table 118 - Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

Premium Beauty and Personal Care in Finland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Navigating economic challenges in premium beauty and personal care

Resurgence of premium fragrances

Premiumisation in sun care and baby and child-specific products

PROSPECTS AND OPPORTUNITIES

Steady growth in premium beauty and personal care

Domestic players set to rise

Premium players must invest in innovation to retain consumer interest

CATEGORY DATA

Table 119 - Sales of Premium Beauty and Personal Care by Category: Value 2018-2023

Table 120 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 121 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023

Table 122 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023

Table 123 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2023-2028

Table 124 - Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2023-2028

Mass Beauty and Personal Care in Finland

KEY DATA FINDINGS

2023 DEVELOPMENTS

The resilience of mass beauty and personal care
The revival of mass fragrances and colour cosmetics
The evolution of mass skin care

PROSPECTS AND OPPORTUNITIES

Evolving consumer preferences in a post-pandemic economy
The renaissance of mass fragrances
Nurturing growth in sun protection and skin care

CATEGORY DATA

Table 125 - Sales of Mass Beauty and Personal Care by Category: Value 2018-2023

Table 126 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 127 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023

Table 128 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023

Table 129 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028

Table 130 - Forecast Sales of Mass Beauty and Personal Care 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 focusing 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/beauty-and-personal-care-in-finland/report.