

Hair Care in Finland

April 2024

Table of Contents

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 1 - Sales of Hair Care by Category: Value 2018-2023
Table 2 - Sales of Hair Care by Category: % Value Growth 2018-2023
Table 3 - Sales of Hair Care by Premium vs Mass: % Value 2018-2023
Table 4 - NBO Company Shares of Hair Care: % Value 2019-2023
Table 5 - NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023
Table 6 - LBN Brand Shares of Hair Care: % Value 2020-2023
Table 7 - LBN Brand Shares of Colourants: % Value 2020-2023
Table 8 - LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023
Table 9 - LBN Brand Shares of Styling Agents: % Value 2020-2023
Table 10 - LBN Brand Shares of Premium Hair Care: % Value 2020-2023
Table 11 - Forecast Sales of Hair Care by Category: Value 2023-2028
Table 12 - Forecast Sales of Hair Care by Category: % Value Growth 2023-2028
Table 13 - Forecast Sales of Hair Care by Premium vs Mass: % Value 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 14 - Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 15 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 16 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 17 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 18 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 19 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 20 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 21 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 22 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 23 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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