

# **Depilatories in Finland**

May 2025

Table of Contents

# Depilatories in Finland - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Value sales on the rise for depilatories in Finland in 2024 Procter & Gamble leads, as demand rising for long-lasting results and sustainable offerings Grocery retailers remain ahead, while private label expands further

#### PROSPECTS AND OPPORTUNITIES

Hair removers/bleach to lead growth in forecast period Opportunities for growth in women's pre-shave Innovation to focus on nourishing ingredients, with private label expect to continue to expand

#### CATEGORY DATA

Table 1 - Sales of Depilatories by Category: Value 2019-2024
Table 2 - Sales of Depilatories by Category: % Value Growth 2019-2024
Table 3 - Sales of Women's Razors and Blades by Type: % Value Breakdown 2020-2024
Table 4 - NBO Company Shares of Depilatories: % Value 2020-2024
Table 5 - LBN Brand Shares of Depilatories: % Value 2021-2024
Table 6 - Forecast Sales of Depilatories by Category: Value 2024-2029
Table 7 - Forecast Sales of Depilatories by Category: % Value Growth 2024-2029

## Beauty and Personal Care in Finland - Industry Overview

# EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture 2024 key trends Competitive landscape Retail developments What next for beauty and personal care?

## MARKET DATA

- Table 8 Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 9 Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 10 GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 11 NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 12 LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 13 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 14 Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 15 Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 16 Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 17 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

#### DISCLAIMER

#### SOURCES

Summary 1 - Research Sources

# 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/depilatories-in-finland/report.