



Beauty and Personal Care in Finland

May 2025

Table of Contents

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 1 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 2 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 3 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 4 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 5 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 6 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 7 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 8 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 9 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 10 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

KEY DATA FINDINGS

2024 DEVELOPMENTS

Falling birth rates mean stagnant sales in 2024
Kesko leads overall, while parents seek products for sensitive skin
Grocery retail holds highest distribution share, as demand rises for natural and organic options

PROSPECTS AND OPPORTUNITIES

Private label set to expand during forecast period
Shift to natural and organic offerings will support value sales
New ingredients and increased interest in sun protection

CATEGORY DATA

- Table 11 - Sales of Baby and Child-specific Products by Category: Value 2019-2024
- Table 12 - Sales of Baby and Child-specific Products by Category: % Value Growth 2019-2024
- Table 13 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2019-2024
- Table 14 - NBO Company Shares of Baby and Child-specific Products: % Value 2020-2024
- Table 15 - LBN Brand Shares of Baby and Child-specific Products: % Value 2021-2024
- Table 16 - LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2021-2024
- Table 17 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2021-2024
- Table 18 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2021-2024
- Table 19 - Forecast Sales of Baby and Child-specific Products by Category: Value 2024-2029
- Table 20 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2024-2029
- Table 21 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2024-2029

KEY DATA FINDINGS

2024 DEVELOPMENTS

Continued growth despite maturity for much of bath and shower
Unilever holds on to number one spot in 2024
Grocery retailers lose share but maintain channel leadership in bath and shower

PROSPECTS AND OPPORTUNITIES

Value sales set to see further rises throughout forecast period
Private label will continue to benefit
Focus on natural, organic and sustainable offerings

CATEGORY DATA

- Table 22 - Sales of Bath and Shower by Category: Value 2019-2024
- Table 23 - Sales of Bath and Shower by Category: % Value Growth 2019-2024
- Table 24 - Sales of Bath and Shower by Premium vs Mass: % Value 2019-2024
- Table 25 - NBO Company Shares of Bath and Shower: % Value 2020-2024
- Table 26 - LBN Brand Shares of Bath and Shower: % Value 2021-2024
- Table 27 - LBN Brand Shares of Premium Bath and Shower: % Value 2021-2024
- Table 28 - Forecast Sales of Bath and Shower by Category: Value 2024-2029
- Table 29 - Forecast Sales of Bath and Shower by Category: % Value Growth 2024-2029
- Table 30 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2024-2029

Colour Cosmetics in Finland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive though slowed growth seen for colour cosmetics in 2024
L'Oreal leads while Topbrands Europe rises fastest
Beauty specialists benefits from broad selection

PROSPECTS AND OPPORTUNITIES

Steady growth forecast for colour cosmetics in Finland
Mass brands target younger consumers
Rising demand for lower-cost, multi-purpose products

CATEGORY DATA

- Table 31 - Sales of Colour Cosmetics by Category: Value 2019-2024
- Table 32 - Sales of Colour Cosmetics by Category: % Value Growth 2019-2024
- Table 33 - NBO Company Shares of Colour Cosmetics: % Value 2020-2024
- Table 34 - LBN Brand Shares of Colour Cosmetics: % Value 2021-2024
- Table 35 - LBN Brand Shares of Eye Make-up: % Value 2021-2024
- Table 36 - LBN Brand Shares of Facial Make-up: % Value 2021-2024
- Table 37 - LBN Brand Shares of Lip Products: % Value 2021-2024
- Table 38 - LBN Brand Shares of Nail Products: % Value 2021-2024
- Table 39 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2021-2024
- Table 40 - Forecast Sales of Colour Cosmetics by Category: Value 2024-2029
- Table 41 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2024-2029

Deodorants in Finland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Value sales rise despite maturity in 2024
Unilever as overall leader, while natural and aluminium-free options gain ground
E-commerce leads growth, with niche players holding potential

PROSPECTS AND OPPORTUNITIES

Healthy growth anticipated for deodorants during forecast period
Key Flag Symbol to become more prevalent
Improved formulas and expanded fragrance line extensions

CATEGORY DATA

- Table 42 - Sales of Deodorants by Category: Value 2019-2024
- Table 43 - Sales of Deodorants by Category: % Value Growth 2019-2024
- Table 44 - Sales of Deodorants by Premium vs Mass: % Value 2019-2024
- Table 45 - NBO Company Shares of Deodorants: % Value 2020-2024
- Table 46 - LBN Brand Shares of Deodorants: % Value 2021-2024
- Table 47 - LBN Brand Shares of Premium Deodorants: % Value 2021-2024
- Table 48 - Forecast Sales of Deodorants by Category: Value 2024-2029
- Table 49 - Forecast Sales of Deodorants by Category: % Value Growth 2024-2029
- Table 50 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2024-2029

Depilatories in Finland

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 51 - Sales of Depilatories by Category: Value 2019-2024
- Table 52 - Sales of Depilatories by Category: % Value Growth 2019-2024
- Table 53 - Sales of Women's Razors and Blades by Type: % Value Breakdown 2020-2024
- Table 54 - NBO Company Shares of Depilatories: % Value 2020-2024
- Table 55 - LBN Brand Shares of Depilatories: % Value 2021-2024
- Table 56 - Forecast Sales of Depilatories by Category: Value 2024-2029
- Table 57 - Forecast Sales of Depilatories by Category: % Value Growth 2024-2029

Fragrances in Finland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Solid growth seen in fragrances in Finland in 2024
L'Oreal leads overall fragrances thanks to broad portfolio of well-known brands
Variety stores and hypermarkets record fastest rises among distribution channels

PROSPECTS AND OPPORTUNITIES

Body mists likely to record highest growth rates for forecast period
Limited-edition lines and new launches to boost value sales

Premium unisex fragrances to see continued growth, while innovation will focus on smaller sizes and natural trend

CATEGORY DATA

- Table 58 - Sales of Fragrances by Category: Value 2019-2024
- Table 59 - Sales of Fragrances by Category: % Value Growth 2019-2024
- Table 60 - NBO Company Shares of Fragrances: % Value 2020-2024
- Table 61 - LBN Brand Shares of Fragrances: % Value 2021-2024
- Table 62 - LBN Brand Shares of Premium Men's Fragrances: % Value 2021-2024
- Table 63 - LBN Brand Shares of Premium Women's Fragrances: % Value 2021-2024
- Table 64 - Forecast Sales of Fragrances by Category: Value 2024-2029
- Table 65 - Forecast Sales of Fragrances by Category: % Value Growth 2024-2029

Hair Care in Finland

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Hair care enjoys heightened activity in 2024
- L'Oreal maintains leadership while local player Taerosol sees fastest growth
- Grocery retailers remain strong in hair care, as natural trend gains ground in conditioners and treatments

PROSPECTS AND OPPORTUNITIES

- Growth set to continue for hair care in Finland
- Sustainability and natural ingredients will remain key drivers
- Increased investment in innovation driven by fiercely competitive landscape

CATEGORY DATA

- Table 66 - Sales of Hair Care by Category: Value 2019-2024
- Table 67 - Sales of Hair Care by Category: % Value Growth 2019-2024
- Table 68 - Sales of Hair Care by Premium vs Mass: % Value 2019-2024
- Table 69 - NBO Company Shares of Hair Care: % Value 2020-2024
- Table 70 - NBO Company Shares of Salon Professional Hair Care: % Value 2020-2024
- Table 71 - LBN Brand Shares of Hair Care: % Value 2021-2024
- Table 72 - LBN Brand Shares of Colourants: % Value 2021-2024
- Table 73 - LBN Brand Shares of Salon Professional Hair Care: % Value 2021-2024
- Table 74 - LBN Brand Shares of Styling Agents: % Value 2021-2024
- Table 75 - LBN Brand Shares of Premium Hair Care: % Value 2021-2024
- Table 76 - Forecast Sales of Hair Care by Category: Value 2024-2029
- Table 77 - Forecast Sales of Hair Care by Category: % Value Growth 2024-2029
- Table 78 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2024-2029

Men's Grooming in Finland

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Sales rise for men's grooming in 2024
- Procter & Gamble leads, as interest in natural skin care rises
- E-commerce records fastest growth

PROSPECTS AND OPPORTUNITIES

- Brighter future forecast for premium men's grooming
- Optimistic outlook for mass men's skin care
- More specific targeting expected, and increased focus on sustainability

CATEGORY DATA

- Table 79 - Sales of Men's Grooming by Category: Value 2019-2024
- Table 80 - Sales of Men's Grooming by Category: % Value Growth 2019-2024
- Table 81 - Sales of Men's Razors and Blades by Type: % Value Breakdown 2021-2024
- Table 82 - Sales of Men's Skin Care by Type: % Value Breakdown 2021-2024
- Table 83 - NBO Company Shares of Men's Grooming: % Value 2020-2024
- Table 84 - LBN Brand Shares of Men's Grooming: % Value 2021-2024
- Table 85 - LBN Brand Shares of Men's Razors and Blades: % Value 2021-2024
- Table 86 - Forecast Sales of Men's Grooming by Category: Value 2024-2029
- Table 87 - Forecast Sales of Men's Grooming by Category: % Value Growth 2024-2029

Oral Care in Finland

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Consumer interest in oral hygiene supports sales growth for oral care in 2024
- Oral-B brand enjoys strong trust and loyalty
- Grocery retailers lead distribution channels despite losing some share

PROSPECTS AND OPPORTUNITIES

- Continued focus on oral hygiene guarantees future growth in oral care
- Electric toothbrushes as key growth driver
- Professional products to remain highly popular

CATEGORY DATA

- Table 88 - Sales of Oral Care by Category: Value 2019-2024
- Table 89 - Sales of Oral Care by Category: % Value Growth 2019-2024
- Table 90 - Sales of Toothbrushes by Category: Value 2019-2024
- Table 91 - Sales of Toothbrushes by Category: % Value Growth 2019-2024
- Table 92 - Sales of Toothpaste by Type: % Value Breakdown 2020-2024
- Table 93 - NBO Company Shares of Oral Care: % Value 2020-2024
- Table 94 - LBN Brand Shares of Oral Care: % Value 2021-2024
- Table 95 - LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2021-2024
- Table 96 - LBN Brand Shares of Toothpaste: % Value 2021-2024
- Table 97 - Forecast Sales of Oral Care by Category: Value 2024-2029
- Table 98 - Forecast Sales of Oral Care by Category: % Value Growth 2024-2029
- Table 99 - Forecast Sales of Toothbrushes by Category: Value 2024-2029
- Table 100 - Forecast Sales of Toothbrushes by Category: % Value Growth 2024-2029

Skin Care in Finland

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Skin care does well in Finland in 2024
- L'Oreal leads, as consumers shift towards hydrating products
- E-commerce as key channel for distribution of skin care products

PROSPECTS AND OPPORTUNITIES

- Finns to remain keen to spend on skin care
- Ingredients set to come under greater scrutiny
- Multipurpose products and skimalism trend

CATEGORY DATA

- Table 101 - Sales of Skin Care by Category: Value 2019-2024
- Table 102 - Sales of Skin Care by Category: % Value Growth 2019-2024
- Table 103 - NBO Company Shares of Skin Care: % Value 2020-2024
- Table 104 - LBN Brand Shares of Skin Care: % Value 2021-2024
- Table 105 - LBN Brand Shares of Basic Moisturisers: % Value 2021-2024
- Table 106 - LBN Brand Shares of Anti-agers: % Value 2021-2024
- Table 107 - LBN Brand Shares of Firming Body Care: % Value 2021-2024
- Table 108 - LBN Brand Shares of General Purpose Body Care: % Value 2021-2024
- Table 109 - LBN Brand Shares of Premium Skin Care: % Value 2021-2024
- Table 110 - Forecast Sales of Skin Care by Category: Value 2024-2029
- Table 111 - Forecast Sales of Skin Care by Category: % Value Growth 2024-2029

Sun Care in Finland

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Soaring sales for sun care in 2024
- L'Oreal in the lead, with Bondi Sands gaining share
- Grocery retailers benefit from consumer focus on convenience, while natural and dermocosmetics brands attract rising interest

PROSPECTS AND OPPORTUNITIES

- Sun safety to support future growth
- Premium products to fare well, with eco-friendly options on the rise
- Safety and nourishment as key concerns, while social media will play growing role in product promotion

CATEGORY DATA

- Table 112 - Sales of Sun Care by Category: Value 2019-2024
- Table 113 - Sales of Sun Care by Category: % Value Growth 2019-2024
- Table 114 - NBO Company Shares of Sun Care: % Value 2020-2024
- Table 115 - LBN Brand Shares of Sun Care: % Value 2021-2024
- Table 116 - LBN Brand Shares of Premium Adult Sun Care: % Value 2021-2024
- Table 117 - Forecast Sales of Sun Care by Category: Value 2024-2029
- Table 118 - Forecast Sales of Sun Care by Category: % Value Growth 2024-2029

Premium Beauty and Personal Care in Finland

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Slowed growth seen in 2024
- L'Oreal leads while NBI Nordic Beauty races on
- Persistent demand for premium skin care and sun care

PROSPECTS AND OPPORTUNITIES

- Further growth projected for premium beauty and personal care
- Premium fragrances will enjoy robust rises, as domestic players expand
- Increased investment in innovation necessary in light of intensified competition from mass players

CATEGORY DATA

- Table 119 - Sales of Premium Beauty and Personal Care by Category: Value 2019-2024
- Table 120 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 121 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2020-2024

Table 122 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2021-2024

Table 123 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2024-2029

Table 124 - Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2024-2029

Mass Beauty and Personal Care in Finland

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Mass products prove resilient against uncertain economic background
- L'Oreal maintains overall leadership in 2024
- Higher-priced mass brands remain popular

PROSPECTS AND OPPORTUNITIES

- Mass fragrances set to benefit from rising interest in variety
- Sun protection and skin care face bright future in Finland
- Rising demand for top-quality ingredients

CATEGORY DATA

Table 125 - Sales of Mass Beauty and Personal Care by Category: Value 2019-2024

Table 126 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2019-2024

Table 127 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2020-2024

Table 128 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2021-2024

Table 129 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2024-2029

Table 130 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2024-2029

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/beauty-and-personal-care-in-finland/report.