



Euromonitor
International

Baby and Child-Specific Products in Finland

May 2025

Table of Contents

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 1 - Sales of Baby and Child-specific Products by Category: Value 2019-2024
- Table 2 - Sales of Baby and Child-specific Products by Category: % Value Growth 2019-2024
- Table 3 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2019-2024
- Table 4 - NBO Company Shares of Baby and Child-specific Products: % Value 2020-2024
- Table 5 - LBN Brand Shares of Baby and Child-specific Products: % Value 2021-2024
- Table 6 - LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2021-2024
- Table 7 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2021-2024
- Table 8 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2021-2024
- Table 9 - Forecast Sales of Baby and Child-specific Products by Category: Value 2024-2029
- Table 10 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2024-2029
- Table 11 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 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 12 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 16 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 17 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 18 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 19 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 20 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 21 - 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/baby-and-child-specific-products-in-finland/report.