



Euromonitor  
International

# Hair Care in Finland

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Table of Contents

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 1 - Sales of Hair Care by Category: Value 2019-2024
- Table 2 - Sales of Hair Care by Category: % Value Growth 2019-2024
- Table 3 - Sales of Hair Care by Premium vs Mass: % Value 2019-2024
- Table 4 - NBO Company Shares of Hair Care: % Value 2020-2024
- Table 5 - NBO Company Shares of Salon Professional Hair Care: % Value 2020-2024
- Table 6 - LBN Brand Shares of Hair Care: % Value 2021-2024
- Table 7 - LBN Brand Shares of Colourants: % Value 2021-2024
- Table 8 - LBN Brand Shares of Salon Professional Hair Care: % Value 2021-2024
- Table 9 - LBN Brand Shares of Styling Agents: % Value 2021-2024
- Table 10 - LBN Brand Shares of Premium Hair Care: % Value 2021-2024
- Table 11 - Forecast Sales of Hair Care by Category: Value 2024-2029
- Table 12 - Forecast Sales of Hair Care by Category: % Value Growth 2024-2029
- Table 13 - Forecast Sales of Hair Care 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 14 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 15 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 16 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 17 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 18 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 19 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 20 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 21 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 22 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 23 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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