



**Euromonitor  
International**

# Premium Beauty and Personal Care in Finland

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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

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- Premium fragrances will enjoy robust rises, as domestic players expand
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Beauty and Personal Care in Finland - Industry Overview

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DISCLAIMER

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