



Health and Beauty Specialists in Finland

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Beauty specialists remains the smallest health and beauty offline channel
Normal the biggest success story in Finnish retail in the late review period
Big pharmacy companies lead the channel in 2024

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Stagnation expected for beauty specialists in the coming years
Changes expected in pharmacy sales may affect the channel
Monthly and other services have a chance to expand in popularity

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Still room for growth in e-commerce
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