



Direct Selling in Finland

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Direct Selling Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Direct Selling

INDUSTRY PERFORMANCE

Tupperware and Nosh Exit Reshapes Consumer Trust and Sales Channels

Chart 2 - Nosh Withdraws From the Party Plan Model, While Tupperware Leaves Finland Altogether

Health and Beauty Products Maintain Lead as Other Categories Falter

Drinks and Tobacco Sales Surge as Representative Base Dwindles

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

E-Commerce and Policy Changes Accelerate Earnings Decline for Representatives

Women-Led Sales Lose Relevance as Younger Buyers Turn Away

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 7 - Analyst Insight for Direct Selling

Oriflame Capitalises on Avon Exit to Strengthen Position

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Direct Selling

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Direct Selling

Chart 14 - Population 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Retail in Finland - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

S Group Leverages Affordability to Capture Cautious Spending

Discounters and E-Commerce Outperform as Price Drives Choices

Chart 17 - S Group the leading player as e-commerce returns to growth
S Group Attracts Cautious Shoppers with Affordable Supermarket Strategy
Chart 18 - Value Sales 2020-2030
Chart 19 - Value Sales by Category 2025

WHAT'S NEXT?

S Group and Kesko Reinforce Strength as Value Drives Consolidation
Chart 20 - Cheap Prices Attract Finns
Retail E-Commerce Expands as Cross-Border Trade Challenges Local Players
Chart 21 - Analyst Insight for Retail
Urbanisation and Regulatory Change Reshape Retail Innovation and Resilience
Chart 22 - Forecast Value Sales 2020-2030
Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

S Group and Kesko Dominate as Rivals Remain Distant
Lidl and Finlayson Spark Innovation to Enhance Brand Perception
Chart 24 - Lidl Opens a Pop-Up Restaurant
Chart 25 - Finlayson Allows Payments in Used Consumer Electronics
Chart 26 - Company Shares 2025
Chart 27 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail
Opening Hours for Physical Retail
Chart 28 - Standard Opening Hours by Channel Type 2025
Seasonality
Christmas
Mother's Day and Father's Day
Back to school

ECONOMIC CONTEXT

Chart 29 - Economic Context for Retail
Chart 30 - Real Gdp Growth 2020-2030
Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Retail
Chart 33 - Population 2020-2030
Chart 34 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/direct-selling-in-finland/report.