



Euromonitor
International

Beauty and Personal Care in Finland

May 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Steady Value Growth Driven by Evolving Consumer Preferences and Economic Context

Chart 2 - Luonkos Primal Forest Balm

Skin Care Leads Value with Sun Care and Fragrances Showing Dynamic Growth

Chart 3 - Smuuti Skin Peach Barrier line extension

Brands Embracing Longevity and Lifestyle Drive Engagement with Younger Consumers

Chart 4 - Blank& CBD Skin Care

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

WHAT'S NEXT?

Finnish Consumers' Shift to Natural, Lifestyle-Oriented Products Drives Growth

Skin Care Remains Largest with Fragrances Fastest Growing

Local and Nordic Brands Capitalise on Premium Growth Amid Intensifying Competition

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Defend Shares Amid Growing Small Brand Presence

Private Label Growth and Niche Brands Drive Innovation and Competition

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Grocery Retailers Leads Sales as Online Channels Accelerate Growth

Retail E-Commerce Growth Driven by Convenience and Specialist Online Chains

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Beauty and Personal Care

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Beauty and Personal Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

2025 DEVELOPMENTS

Baby and Child-Specific Products Summary

INDUSTRY PERFORMANCE

Consumers Prioritise Clean, Gentle Products with Transparent Ingredients, Shaping Purchasing Behaviour

Chart 20 - LUUV Natural Conditioner

Baby Wipes Lead Value Sales While Baby and Child-Specific Skin Care Shows Promising Growth

Chart 21 - Moi Forest Baby Cream

Declining Birth Rate Limits Volume Growth, but Rising Consumer Expenditure Sustains Value Expansion

Chart 22 - Value Sales 2020-2030

Chart 23 - Volume Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Finnish Consumers Shift Spending Towards Premium, Clean Products Despite Declining Birth Rate

Baby Wipes Maintain Largest Value Share While Sun Care Leads Dynamic Growth

Local Brands and Natural Product Trends Shape Consumer Loyalty and Innovation

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Positions While Niche Brands Emerge Amid Economic Challenges

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Grocery Retailers Lead as Primary Channel Amid Strong Consumer Habits

Retail E-Commerce Gains Share Growth Driven by Grocery Online Sales

Chart 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Baby and Child-Specific Products

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Baby and Child-Specific Products

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Bath and Shower in Finland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bath and Shower Summary

INDUSTRY PERFORMANCE

Stable Sales and Moderate Value Growth Supported by Consumer Willingness for Quality

Chart 37 - Dermosil Hand Cleansing Oil

Body Wash/Shower Gel Largest Category, with Rising Intimate Hygiene Demand

Brands Introduce Nurturing Oils and Skin Revitalising Formulas to Meet Evolving Consumer Needs

Chart 38 - Sol de Janeiro Beija Flor Renewing Body Wash

Chart 39 - Value Sales 2020-2030

Chart 40 - Volume Sales 2020-2030

Chart 41 - Value Sales by Category 2025

WHAT'S NEXT?

Finland Consumers Embrace Quality with Stable Volumes and Rising Prices

Body Wash/Shower Gel Remains Largest, While Intimate Hygiene Captures Dynamic Growth

Brands Innovate with Natural Ingredients and Target Diverse Consumer Needs

Chart 42 - Forecast Value Sales 2020-2030

Chart 43 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Sustain Dominance Amid Challenging Economic Conditions

Chart 44 - Company Shares 2025

Chart 45 - Brand Shares 2025

CHANNELS

Grocery Retailers Lead While E-Commerce Surges as Key Growth Driver

Online Shopping Gains Traction through Affordability and Specialist Retailers

Chart 46 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 47 - Economic Context for Bath and Shower

Chart 48 - Real Gdp Growth 2020-2030

Chart 49 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 50 - Consumer Context for Bath and Shower

Chart 51 - Population 2020-2030

Chart 52 - Consumer Expenditure 2020-2030

Chart 53 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Colour Cosmetics in Finland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Colour Cosmetics Summary

KEY INDUSTRY TRENDS

Chart 54 - Key Industry Trends for Colour Cosmetics

INDUSTRY PERFORMANCE

Steady Growth Amid Cautious Consumer Spending Supports Value Gains

Chart 55 - Huda Beauty Digital Marketing

Colour Cosmetics Sets/Kits Lead Value Growth Amid Interest in Curated Collections

Chart 56 - Essence Crystal Crush Range

Multi-Channel Digital Engagement Enhances Brand Visibility and Consumer Connection

Chart 57 - Gloss Boss Scandy Lip Oil Launch

Chart 58 - Value Sales 2020-2030

Chart 59 - Volume Sales 2020-2030

Chart 60 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Product Diversification and Pricing Drive Expansion among Consumers

Colour Cosmetics Sets/Kits Capture Growth Momentum While Standalone Products Lead in Value

Lifestyle Branding and Social Media Reshape Consumer Demand and Competition

Chart 61 - Forecast Value Sales 2020-2030

Chart 62 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Defend Dominance Despite Shifting Consumer Preferences

Emerging Brands Capitalise on Digital Marketing to Capture Niche Consumer Segments

Chart 63 - Company Shares 2025

Chart 64 - Brand Shares 2025

CHANNELS

Grocery Retail Grows through Promotions, While E-Commerce Maintains a Strong Presence

Multi-Channel Retail Strategies and Collaborations Drive New Brand Success

Chart 65 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 66 - Economic Context for Colour Cosmetics

Chart 67 - Real Gdp Growth 2020-2030

Chart 68 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 69 - Consumer Context for Colour Cosmetics

Chart 70 - Population 2020-2030

Chart 71 - Consumer Expenditure 2020-2030

Chart 72 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Deodorants in Finland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

INDUSTRY PERFORMANCE

Steady Value Growth Driven by Premium and Effective Products Despite Volume Challenges

Chart 73 - Nivea DermaControl

Deodorant Sprays Show Strongest Growth Momentum

Chart 74 - Lavera Men Sensitive

Brands Leverage Sensitive Skin and Sustainability Trends to Enhance Consumer Appeal

Chart 75 - Value Sales 2020-2030

Chart 76 - Volume Sales 2020-2030

Chart 77 - Value Sales by Category 2025

WHAT'S NEXT?

Younger Consumers Drive Shift to Sprays and Sticks, Roll-Ons Decline

Fragrance Extensions and Clean Formulations Attract Premium Buyers

Origin and Sustainability Shape Competitive Dynamics

Chart 78 - Forecast Value Sales 2020-2030

Chart 79 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Multinational Manufacturers Strengthen Dominance through Product Focus

Chart 80 - Company Shares 2025

Chart 81 - Brand Shares 2025

CHANNELS

Grocery Retail Remains Dominant as Online Sales Grow via Established Channels

Consumer Preference for Convenience and Multi-Channel Shopping Shapes Retail Dynamics

Chart 82 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 83 - Economic Context for Deodorants

Chart 84 - Real Gdp Growth 2020-2030

Chart 85 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 86 - Consumer Context for Deodorants

Chart 87 - Population 2020-2030

Chart 88 - Consumer Expenditure 2020-2030

Chart 89 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Depilatories in Finland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Depilatories Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Premium and Sustainable Offerings in Retail Value

Chart 90 - RFSU Between Shave Serum

Razors and Blades Lead Value Sales While Hair Removers/Bleaches Exhibit Dynamic Growth

Chart 91 - Melle Sweden Sustainable Blades

Innovative Skin-Focused Products and Sustainability Reshape Consumer Demand

Chart 92 - Value Sales 2020-2030

Chart 93 - Volume Sales 2020-2030

Chart 94 - Value Sales by Category 2025

WHAT'S NEXT?

Consumer Confidence and Skin Care Focus Will Support Steady Value Growth

Razors and Blades Retain Dominance While Hair Removers/Bleaches Gain Rapid Traction

Sustainability and Skin Nourishment Trends Reshape Product Innovation and Retail Strategy

Chart 95 - Forecast Value Sales 2020-2030

Chart 96 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble and Reckitt Benckiser Retain Dominance Amid Gradual Market Concentration Shift

Innovative Sustainable Products by Emerging Brands Challenge Incumbents and Create Growth Opportunities

Chart 97 - Company Shares 2025

Chart 98 - Brand Shares 2025

CHANNELS

Grocery Retailers Maintain Dominance as E-Commerce Expands

Innovation and Youth Appeal Drive Shifts in Retail Preferences and Distribution

Chart 99 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 100 - Economic Context for Depilatories

Chart 101 - Real Gdp Growth 2020-2030

Chart 102 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 103 - Consumer Context for Depilatories

Chart 104 - Population 2020-2030

Chart 105 - Consumer Expenditure 2020-2030

Chart 106 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Fragrances in Finland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Fragrances Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Expanding Consumer Base and Rising Expenditure

Chart 107 - Nuori Unisex Fragrances

Mass Fragrances Lead Value Growth While Premium Fragrances Maintain Strong Presence

Chart 108 - Lattafa Unisex Fragrances

Lattafa and Nuori Harness Lifestyle Trends and Social Media to Expand Unisex Appeal

Chart 109 - Essence Juicy Bomb Range

Chart 110 - Value Sales 2020-2030

Chart 111 - Volume Sales 2020-2030

Chart 112 - Value Sales by Category 2025

WHAT'S NEXT?

Gen Z Drives Adoption of Body Mists and Unisex Fragrances, Reshaping Market Dynamics

Mass Fragrances Gain Share as Premium Fragrances Sustain Market Leadership by 2030

Innovation in Formats and Natural Ingredients Catalyses Business Growth and Consumer Engagement

Chart 113 - Forecast Value Sales 2020-2030

Chart 114 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Leverage Multi-Channel Strategies to Maintain Dominance Amid Market Fragmentation

Niche Brands with Targeted Social Media Strategies Drive Growth and Consumer Engagement

Chart 115 - Company Shares 2025

Chart 116 - Brand Shares 2025

CHANNELS

E-Commerce and Beauty Specialists Drive Multi-Channel Growth in Fragrances

Mass Fragrances Leverage Low-Cost Beauty Specialists to Boost Brand Visibility

Chart 117 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 118 - Economic Context for Fragrances

Chart 119 - Real Gdp Growth 2020-2030

Chart 120 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 121 - Consumer Context for Fragrances

Chart 122 - Population 2020-2030

Chart 123 - Consumer Expenditure 2020-2030

Chart 124 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Hair Care in Finland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hair Care Summary

KEY INDUSTRY TRENDS

Chart 125 - Key Industry Trends for Hair Care

INDUSTRY PERFORMANCE

Moderate Growth Amid Intense Competition with Niche Opportunities Emerging

Chart 126 - Lumene Nordic Hair Serum

Shampoos Leads Value While Medicated Products Drive Growth

Chart 127 - Hairlust Scalp Health Products

Brands Leverage Social Media and Lifestyle Positioning to Build Loyalty

Chart 128 - Mjuuk Shield & Shape

Chart 129 - Value Sales 2020-2030

Chart 130 - Volume Sales 2020-2030

Chart 131 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Demand Targeted Solutions and Local Expertise for Hair Health

Shampoos to Lead Retail Value with Steady Growth, Supported by Demand for Long-Term Benefits

Brands Embrace Sustainability and Innovation to Meet Evolving Consumer Priorities

Chart 132 - Forecast Value Sales 2020-2030

Chart 133 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Face Share Erosion Amid Rising Niche Competition

Chart 134 - Company Shares 2025

Chart 135 - Brand Shares 2025

CHANNELS

Grocery Retailers Maintains Lead as E-Commerce Steadily Rises

Chart 136 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 137 - Economic Context for Hair Care

Chart 138 - Real Gdp Growth 2020-2030

Chart 139 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 140 - Consumer Context for Hair Care

Chart 141 - Population 2020-2030

Chart 142 - Consumer Expenditure 2020-2030

Chart 143 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Men's Grooming in Finland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Men's Grooming Summary

INDUSTRY PERFORMANCE

Younger Consumers and Mass Products Drive Steady Growth in Men's Grooming

Chart 144 - Head & Shoulders Anti-Hair Fall Shampoo

Men's Toiletries Leads Sales While Men's Fragrances Show Dynamic Expansion

Chart 145 - Hada Labo Tokyo's J Beauty for Men

Head & Shoulders Shampoo Exemplifies Longevity Trend Influencing Men's Grooming

Chart 146 - Value Sales 2020-2030

Chart 147 - Volume Sales 2020-2030

Chart 148 - Value Sales by Category 2025

WHAT'S NEXT?

Younger Consumers Fuel Steady Expansion with Premium and Mass Products

Men's Toiletries Leads in Value While Men's Fragrances Accelerate Rapidly

Targeted Innovation and Sustainability Reshape Product Offerings and Consumer Appeal

Chart 149 - Forecast Value Sales 2020-2030

Chart 150 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Sustain Dominance Amid Fragmented Landscape

Fragmentation Drives Innovation Opportunities in Men's Grooming Segments

Chart 151 - Company Shares 2025

Chart 152 - Brand Shares 2025

CHANNELS

Grocery Retail Leads with Nearly Half of Sales as Online Channels Grow Rapidly

Chart 153 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 154 - Economic Context for Men's Grooming

Chart 155 - Real Gdp Growth 2020-2030

Chart 156 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 157 - Consumer Context for Men's Grooming

Chart 158 - Population 2020-2030

Chart 159 - Consumer Expenditure 2020-2030

Chart 160 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Oral Care in Finland

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Oral Care Summary

KEY INDUSTRY TRENDS

Chart 161 - Key Industry Trends for Oral Care

INDUSTRY PERFORMANCE

Steady Growth Driven by Clinical Innovation and Consumer Spending Power

Chart 162 - Sensodyne Clinical Repair Toothpaste

Toothpaste Leads Value While Tooth Whiteners Gain Momentum through Clean Formulations

Chart 163 - Pirkka Recycled Electric Toothbrush Replacement Heads

Brands Embrace Clinical Efficacy and Sustainability to Capture Evolving Consumer Values

Chart 164 - Ecodenta Charcoal Whitening Toothpaste

Chart 165 - Value Sales 2020-2030

Chart 166 - Volume Sales 2020-2030

Chart 167 - Value Sales by Category 2025

WHAT'S NEXT?

Finnish Consumers Drive Steady Value Growth through Innovation and Spending

Toothpaste Retains Dominance While Tooth Whiteners Emerge as Fastest Growing Segment

Brands Embrace Sustainability and Technology to Meet Evolving Consumer Demands

Chart 168 - Forecast Value Sales 2020-2030

Chart 169 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Adapt to Fragmentation through Innovation and Promotions

Chart 170 - Company Shares 2025

Chart 171 - Brand Shares 2025

CHANNELS

Grocery Retailers Maintain Dominance While Online Sales Accelerate Growth

Chart 172 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 173 - Economic Context for Oral Care

Chart 174 - Real Gdp Growth 2020-2030

Chart 175 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 176 - Consumer Context for Oral Care

Chart 177 - Population 2020-2030

Chart 178 - Consumer Expenditure 2020-2030

Chart 179 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Skin Care in Finland

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Skin Care Summary

KEY INDUSTRY TRENDS

Chart 180 - Key Industry Trends for Skin Care

INDUSTRY PERFORMANCE

Steady Value Growth with Slowing Momentum Amid Shifting Consumer Preferences

Chart 181 - Taika Firming Face Masks and Serums

Facial Care Drives Value Expansion through Demand for Longevity

Finland's Brands and Asian Influences Innovate with Natural and Lifestyle-Focused Products

Chart 182 - Luonkos Sparkling Body Oil

Chart 183 - Value Sales 2020-2030

Chart 184 - Volume Sales 2020-2030

Chart 185 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Shift Towards Natural Ingredients and Anti-Age Innovation Driving Growth

Facial Care Leads Value Growth through Innovation

Brands Innovate with Science-Backed Natural Products to Meet Evolving Consumer Demands

Chart 186 - Forecast Value Sales 2020-2030

Chart 187 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Defend Positions While Newcomers Shift Competitive Dynamics

Emerging Niche Brands Leverage Natural Positioning to Capture Evolving Consumer Demand

Chart 188 - Company Shares 2025

Chart 189 - Brand Shares 2025

CHANNELS

Online Retailers See Growth in Value Sales as Grocery Retailers Gain Share with K-Beauty Focus

Chart 190 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 191 - Economic Context for Skin Care

Chart 192 - Real Gdp Growth 2020-2030

Chart 193 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 194 - Consumer Context for Skin Care

Chart 195 - Population 2020-2030

Chart 196 - Consumer Expenditure 2020-2030

Chart 197 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Sun Care in Finland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Sun Care Summary

INDUSTRY PERFORMANCE

Younger Consumers Drive Steady Growth Amid Stable Economic Conditions

Chart 198 - b.tan Glow Your Own Way

Adult Sun Care Dominates Sales with Quality and Targeted Innovation
Brands Expand Sun Care with Skin Benefits to Capture Younger Consumers' Interest
Chart 199 - Beauty of Joseon Sensitive Skin Range
Chart 200 - Value Sales 2020-2030
Chart 201 - Volume Sales 2020-2030
Chart 202 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Prioritise Safe and Effective Products, Driving Growth
Adult Sun Care Maintains Leadership While Baby Segment Grows Steadily
Brands Innovate with Multifunctional Products to Capture Younger Consumers
Chart 203 - Forecast Value Sales 2020-2030
Chart 204 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Defend Market Share Amid Gradual Fragmentation
Emerging Multifunctional Products and Niche Brands Reshape Competitive Dynamics
Chart 205 - Company Shares 2025
Chart 206 - Brand Shares 2025

CHANNELS

Grocery Retailers Lead Distribution as E-Commerce Rapidly Gains Ground
Brands Leverage Variety and Competitive Pricing to Sustain Growth in Offline Channels
Chart 207 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 208 - Economic Context for Sun Care
Chart 209 - Real Gdp Growth 2020-2030
Chart 210 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 211 - Consumer Context for Sun Care
Chart 212 - Population 2020-2030
Chart 213 - Consumer Expenditure 2020-2030
Chart 214 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Premium Beauty and Personal Care in Finland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Economic Headwinds Slow Growth as Natural Premium Brands Gain Traction
Chart 215 - Djusie Cucumber Slice Eye Cream
Premium Skin Care Leads in Value While Baby and Child-Specific Products Grow Fastest
Djusie Drives Longevity Trend with Natural Eye Cream Boosting Premium Appeal
Chart 216 - Value Sales 2020-2030
Chart 217 - Value Sales by Category 2025

WHAT'S NEXT?

Local Innovators Capitalise on High-Quality Ingredients to Drive Growth

Premium Skin Care Leads Value While Baby and Child-Specific Products Grow Fastest

Scientific Innovation and Local Brands Reshape Competition Dynamics

Chart 218 - Forecast Value Sales 2020-2030

Chart 219 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'oréal Maintains Lead as Emerging Local Brands Challenge Market Dynamics

Chart 220 - Company Shares 2025

Chart 221 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 222 - Economic Context for Premium Beauty and Personal Care

Chart 223 - Real Gdp Growth 2020-2030

Chart 224 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 225 - Consumer Context for Premium Beauty and Personal Care

Chart 226 - Population 2020-2030

Chart 227 - Consumer Expenditure 2020-2030

Chart 228 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Mass Beauty and Personal Care in Finland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Consumer Demand Despite Cautious Economic Environment

Chart 229 - Cutrin Ainoa Anti-Breakage Serum

Mass Skin Care Leads Value with Innovation Fuelling Consumer Interest

Cutrin Ainoa'S Natural Serum Exemplifies Longevity Trend Transforming Product Design

Chart 230 - Value Sales 2020-2030

Chart 231 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Embrace Premium Mass and Clean Ingredient Trends for Growth

Mass Skin Care Leads in Value While Colour Cosmetics Shows Steady Growth

Brands Leveraging Natural Positioning and Ingredient Transparency Gain Competitive Edge

Chart 232 - Forecast Value Sales 2020-2030

Chart 233 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Defend Shares Amid Rising Fragmentation From Smaller Players

Chart 234 - Company Shares 2025

Chart 235 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 236 - Economic Context for Mass Beauty and Personal Care

Chart 237 - Real Gdp Growth 2020-2030

Chart 238 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 239 - Consumer Context for Mass Beauty and Personal Care

Chart 240 - Population 2020-2030

Chart 241 - Consumer Expenditure 2020-2030

Chart 242 - 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/beauty-and-personal-care-in-finland/report.