



Euromonitor
International

Mass Beauty and Personal Care in Finland

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Consumer Demand Despite Cautious Economic Environment

Chart 1 - 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 2 - Value Sales 2020-2030

Chart 3 - 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 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Defend Shares Amid Rising Fragmentation From Smaller Players

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 8 - Economic Context for Mass Beauty and Personal Care

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Mass Beauty and Personal Care

Chart 12 - Population 2020-2030

Chart 13 - Consumer Expenditure 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Finland - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Steady Value Growth Driven by Evolving Consumer Preferences and Economic Context

Chart 16 - Luonkos Primal Forest Balm

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

Chart 17 - Smuuti Skin Peach Barrier line extension

Brands Embracing Longevity and Lifestyle Drive Engagement with Younger Consumers

Chart 18 - Blank& CBD Skin Care

Chart 19 - Value Sales 2020-2030

Chart 20 - Volume Sales 2020-2030

Chart 21 - 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 22 - Forecast Value Sales 2020-2030

Chart 23 - 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 24 - Company Shares 2025

Chart 25 - 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 26 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 27 - Economic Context for Beauty and Personal Care

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Beauty and Personal Care

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - 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/mass-beauty-and-personal-care-in-finland/report.