

Consumer Health in Finland

September 2025

Table of Contents

Consumer Health in Finland

EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture

Key trends in 2025

Competitive landscape

Channel developments

What next for Consumer Health?

MARKET INDICATORS

Table 1 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025

Table 2 - Life Expectancy at Birth 2020-2025

MARKET DATA

Table 3 - Sales of Consumer Health by Category: Value 2020-2025

Table 4 - Sales of Consumer Health by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Consumer Health: % Value 2021-2025

Table 6 - LBN Brand Shares of Consumer Health: % Value 2022-2025

Table 7 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025

Table 8 - Distribution of Consumer Health by Format: % Value 2020-2025

Table 9 - Distribution of Consumer Health by Format and Category: % Value 2025

Table 10 - Forecast Sales of Consumer Health by Category: Value 2025-2030

Table 11 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

Summary 1 - OTC: Switches 2024-2025

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 - Research Sources

Analgesics in Finland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Diverse consumer preferences and a mild flu season shape analgesics growth in Finland

Competitive pressures challenge leaders amid growing demand for affordable alternatives

Pharmacies lead distribution while investing in online channels to support the growth of retail e-commerce

PROSPECTS AND OPPORTUNITIES

Analgesics is expected to record positive growth, driven by innovation and evolving consumer preferences Innovation in fast-acting analgesics is set to fuel growth through new convenient formats

The debate over analgesic sales in grocery retailers centres on consumer information

CATEGORY DATA

Table 12 - Sales of Analgesics by Category: Value 2020-2025

Table 13 - Sales of Analgesics by Category: % Value Growth 2020-2025

Table 14 - NBO Company Shares of Analgesics: % Value 2021-2025

Table 15 - LBN Brand Shares of Analgesics: % Value 2022-2025

Table 16 - Forecast Sales of Analgesics by Category: Value 2025-2030

Table 17 - Forecast Sales of Analgesics by Category: % Value Growth 2025-2030

Sleep Aids in Finland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising sleep issues and premium innovation drive growth in sleep aids during 2025

Orion Oyj maintains its lead in sleep aids, but multi-channel players like Via Naturale gain ground

Pharmacies lead distribution, although share is lost to hypermarkets and retail e-commerce

PROSPECTS AND OPPORTUNITIES

Sleep aid sales are set to rise, with growing demand for natural and combination products Demand for fast-acting, multi-ingredient sleep aids will shape future product development Intense competition is expected to challenge new entrants, despite strong demand

CATEGORY DATA

Table 18 - Sales of Sleep Aids: Value 2020-2025

Table 19 - Sales of Sleep Aids: % Value Growth 2020-2025

Table 20 - NBO Company Shares of Sleep Aids: % Value 2021-2025

Table 21 - LBN Brand Shares of Sleep Aids: % Value 2022-2025

Table 22 - Forecast Sales of Sleep Aids: Value 2025-2030

Table 23 - Forecast Sales of Sleep Aids: % Value Growth 2025-2030

Cough, Cold and Allergy (Hay Fever) Remedies in Finland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising allergy prevalence drives demand, despite an overall value decline

Cloetta Suomi leads cough, cold and allergy (hay fever) remedies amid dynamic competition

Retail e-commerce expansion and medicated confectionery shift distribution dynamics in cough, cold, and allergy remedies

PROSPECTS AND OPPORTUNITIES

Innovation and premium positioning to support value growth in cough, cold and allergy remedies

Premiumisation and multifunctionality are expected to shape innovation

Liberalising sore throat and nasal products could reshape Finland's OTC retail landscape

CATEGORY DATA

Table 24 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2020-2025

Table 25 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2020-2025

Table 26 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2021-2025

Table 27 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2022-2025

Table 28 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2025-2030

Table 29 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2025-2030

Dermatologicals in Finland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Innovation and wellness trends drive growth in Finland's dermatologicals market

Market leaders maintain the top spots while niche players drive dynamism in dermatologicals Retail e-commerce gains ground in Finland's dermatologicals distribution landscape

PROSPECTS AND OPPORTUNITIES

Skin health priorities and demographic trends are set to drive value growth in dermatologicals Innovation in formulations and packaging are expected to support the development of dermatologicals Growth potential remains in underdeveloped areas of dermatologicals

CATEGORY DATA

- Table 30 Sales of Dermatologicals by Category: Value 2020-2025
- Table 31 Sales of Dermatologicals by Category: % Value Growth 2020-2025
- Table 32 NBO Company Shares of Dermatologicals: % Value 2021-2025
- Table 33 LBN Brand Shares of Dermatologicals: % Value 2022-2025
- Table 34 LBN Brand Shares of Hair Loss Treatments: % Value 2022-2025
- Table 35 Forecast Sales of Dermatologicals by Category: Value 2025-2030
- Table 36 Forecast Sales of Dermatologicals by Category: % Value Growth 2025-2030

Digestive Remedies in Finland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Shifting consumer preferences and lifestyle factors shape digestive remedies in Finland Orion Oyj leads digestive remedies as Tillotts Pharma drives growth in IBS treatments Pharmacies lead distribution, however, retail e-commerce continues to gain ground

PROSPECTS AND OPPORTUNITIES

Digestive remedies are set to benefit from rising cases of gut issues and convenience-led formats

Targeted innovation is set to drive growth in paediatric and IBS digestive remedy segments

Sales of digestive remedies in grocery retailers could boost growth throughout the forecast period

CATEGORY DATA

- Table 37 Sales of Digestive Remedies by Category: Value 2020-2025
- Table 38 Sales of Digestive Remedies by Category: % Value Growth 2020-2025
- Table 39 NBO Company Shares of Digestive Remedies: % Value 2021-2025
- Table 40 LBN Brand Shares of Digestive Remedies: % Value 2022-2025
- Table 41 Forecast Sales of Digestive Remedies by Category: Value 2025-2030
- Table 42 Forecast Sales of Digestive Remedies by Category: % Value Growth 2025-2030

Eye Care in Finland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising screen time and the early allergy season drive growth in eye care

Bayer Oy leads while Orion and Bausch & Lomb record dynamic performances

Pharmacies remain dominant in distribution despite growing competition from retail e-commerce

PROSPECTS AND OPPORTUNITIES

Increased screen time is set to drive growth, despite category maturity
Innovation is expected to be driven by multifunctionality, packaging, and tailored solutions
Eye care consumption is set to be split between value-driven and quality-seeking consumers

CATEGORY DATA

Table 43 - Sales of Eye Care by Category: Value 2020-2025

- Table 44 Sales of Eye Care by Category: % Value Growth 2020-2025
- Table 45 NBO Company Shares of Eye Care: % Value 2021-2025
- Table 46 LBN Brand Shares of Eye Care: % Value 2022-2025
- Table 47 Forecast Sales of Eye Care by Category: Value 2025-2030
- Table 48 Forecast Sales of Eye Care by Category: % Value Growth 2025-2030

NRT Smoking Cessation Aids in Finland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Regulatory changes and market maturity drive a decline in NRT smoking cessation aid sales Established brands retain the lead in NRT smoking cessation aids in Finland Grocery retailers and retail e-commerce channels drive distribution in Finland

PROSPECTS AND OPPORTUNITIES

Regulatory developments may support moderate growth in NRT smoking cessation aids Innovation in NRT cessation aids is expected to support category development Modest growth and pricing pressure will impact the outlook for NRT smoking cessation aids

CATEGORY INDICATORS

Table 49 - Number of Smokers by Gender 2020-2025

CATEGORY DATA

- Table 50 Sales of NRT Smoking Cessation Aids by Category: Value 2020-2025
- Table 51 Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2020-2025
- Table 52 NBO Company Shares of NRT Smoking Cessation Aids: % Value 2021-2025
- Table 53 LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2022-2025
- Table 54 Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2025-2030
- Table 55 Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2025-2030

Wound Care in Finland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Modest growth in wound care is driven by innovation and targeted campaigns

Orkla Care retains the leadership in Finnish wound care while niche players drive dynamic growth

The shift towards retail e-commerce and grocery retailing dampens the share of pharmacies

PROSPECTS AND OPPORTUNITIES

Economic recovery is expected to support premium wound care, but private label will gain ground Innovation in healing and the user experience is set to drive premiumisation

Medical line extensions are set to support differentiation and growth in wound care

CATEGORY DATA

- Table 56 Sales of Wound Care by Category: Value 2020-2025
- Table 57 Sales of Wound Care by Category: % Value Growth 2020-2025
- Table 58 NBO Company Shares of Wound Care: % Value 2021-2025
- Table 59 LBN Brand Shares of Wound Care: % Value 2022-2025
- Table 60 Forecast Sales of Wound Care by Category: Value 2025-2030
- Table 61 Forecast Sales of Wound Care by Category: % Value Growth 2025-2030

Sports Nutrition in Finland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Innovation and indulgent formats drive growth in sports nutrition in 2025

Emerging brands impact sports nutrition as leaders face a decline in share

Grocery retailers leads sports nutrition distribution as variety stores and retail e-commerce gain ground

PROSPECTS AND OPPORTUNITIES

Demand for clean ingredients and snackable formats is set to drive value growth

Younger consumers are set to drive demand for convenience in sports nutrition

Boundaries blur between sports nutrition and weight management as consumer priorities shift

CATEGORY DATA

Table 62 - Sales of Sports Nutrition by Category: Value 2020-2025

Table 63 - Sales of Sports Nutrition by Category: % Value Growth 2020-2025

Table 64 - NBO Company Shares of Sports Nutrition: % Value 2021-2025

Table 65 - LBN Brand Shares of Sports Nutrition: % Value 2022-2025

Table 66 - Forecast Sales of Sports Nutrition by Category: Value 2025-2030

Table 67 - Forecast Sales of Sports Nutrition by Category: % Value Growth 2025-2030

Dietary Supplements in Finland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising demand and innovation drive growth in dietary supplements in 2025

Midsona Finland Oy leads dietary supplements in 2025 amidst growing competition

Channel competition intensifies in dietary supplements as variety stores and retail e-commerce gain ground

PROSPECTS AND OPPORTUNITIES

Improving economy and evolving consumer knowledge is set to drive growth

Innovation in dietary supplement formats and functionality is set to drive future growth

Demand is expected to grow for adaptogens, cognitive and digestive support

CATEGORY DATA

Table 68 - Sales of Dietary Supplements by Category: Value 2020-2025

Table 69 - Sales of Dietary Supplements by Category: % Value Growth 2020-2025

Table 70 - Sales of Dietary Supplements by Positioning: % Value 2020-2025

Table 71 - NBO Company Shares of Dietary Supplements: % Value 2021-2025

Table 72 - LBN Brand Shares of Dietary Supplements: % Value 2022-2025

Table 73 - Forecast Sales of Dietary Supplements by Category: Value 2025-2030

Table 74 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2025-2030

Vitamins in Finland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Innovation and multivitamin formats sustain value sales of vitamins

Local player Orion Oyj retains its leading position while Orkla Care gains ground

Variety stores gain momentum as competition intensifies in vitamin distribution

PROSPECTS AND OPPORTUNITIES

Moderate growth is expected, driven by premiumisation and evolving consumer preferences Innovation is set to be driven by convenience, quality ingredients, and shifting consumer preferences

Economic recovery is set to boost demand for high-quality, clean label, and natural vitamin products

CATEGORY DATA

- Table 75 Sales of Vitamins by Category: Value 2020-2025
- Table 76 Sales of Vitamins by Category: % Value Growth 2020-2025
- Table 77 Sales of Multivitamins by Positioning: % Value 2020-2025
- Table 78 NBO Company Shares of Vitamins: % Value 2021-2025
- Table 79 LBN Brand Shares of Vitamins: % Value 2022-2025
- Table 80 Forecast Sales of Vitamins by Category: Value 2025-2030
- Table 81 Forecast Sales of Vitamins by Category: % Value Growth 2025-2030

Weight Management and Wellbeing in Finland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Weight management and wellbeing records modest growth amid shifting consumer attitudes

Nutricia Medical Oy leads while new entrants stir competition in 2025

Retail e-commerce accelerates its position in the distribution of weight management and wellbeing

PROSPECTS AND OPPORTUNITIES

Weight management and wellbeing is set for growth, however, meal replacements remain under pressure Weight loss innovation is expected to shift toward Rx-inspired actives as meal replacements lose appeal Media coverage of Ozempic is set to drive awareness and potential for market expansion

CATEGORY DATA

- Table 82 Sales of Weight Management and Wellbeing by Category: Value 2020-2025
- Table 83 Sales of Weight Management and Wellbeing by Category: % Value Growth 2020-2025
- Table 84 NBO Company Shares of Weight Management and Wellbeing: % Value 2021-2025
- Table 85 LBN Brand Shares of Weight Management and Wellbeing: % Value 2022-2025
- Table 86 Forecast Sales of Weight Management and Wellbeing by Category: Value 2025-2030
- Table 87 Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2025-2030

Herbal/Traditional Products in Finland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Resilience in herbal/traditional products reflects rising demand for natural health solutions

Fragmentation increases in Finland's herbal/traditional products despite strong brand leaders

Retail e-commerce reshapes herbal/traditional product distribution as health specialists lose share

PROSPECTS AND OPPORTUNITIES

Herbal/traditional products are set for stronger growth as the economic outlook improves

Sleep aids holds potential for further expansion and innovation across the forecast period

Rising concerns over additives fuel demand for clean and trusted herba/traditional products

CATEGORY DATA

- Table 88 Sales of Herbal/Traditional Products by Category: Value 2020-2025
- Table 89 Sales of Herbal/Traditional Products by Category: % Value Growth 2020-2025
- Table 90 NBO Company Shares of Herbal/Traditional Products: % Value 2021-2025
- Table 91 LBN Brand Shares of Herbal/Traditional Products: % Value 2022-2025
- Table 92 Forecast Sales of Herbal/Traditional Products by Category: Value 2025-2030
- Table 93 Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2025-2030

Paediatric Consumer Health in Finland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Digestive remedies and vitamins and dietary supplements drive the strong performance in 2025 Trusted brands continue to lead, however competition rises in paediatric consumer health Retail e-commerce gains momentum as pharmacy sales shift online

PROSPECTS AND OPPORTUNITIES

Value is set to be driven by clean ingredients and convenience

Convenience and ease of use is set to shape innovation in paediatric consumer health

The declining birth rate will limit volume growth, however, quality and innovation will drive value

CATEGORY DATA

Table 94 - Sales of Paediatric Consumer Health by Category: Value 2020-2025

Table 95 - Sales of Paediatric Consumer Health by Category: % Value Growth 2020-2025

Table 96 - NBO Company Shares of Paediatric Consumer Health: % Value 2021-2025

Table 97 - LBN Brand Shares of Paediatric Consumer Health: % Value 2022-2025

Table 98 - Forecast Sales of Paediatric Consumer Health by Category: Value 2025-2030

Table 99 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2025-2030

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 focusing 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/consumer-health-in-finland/report.