



Sun Care in Finland

May 2025

Table of Contents

Sun Care in Finland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Soaring sales for sun care in 2024

L'Oreal in the lead, with Bondi Sands gaining share

Grocery retailers benefit from consumer focus on convenience, while natural and dermocosmetics brands attract rising interest

PROSPECTS AND OPPORTUNITIES

Sun safety to support future growth

Premium products to fare well, with eco-friendly options on the rise

Safety and nourishment as key concerns, while social media will play growing role in product promotion

CATEGORY DATA

Table 1 - Sales of Sun Care by Category: Value 2019-2024

Table 2 - Sales of Sun Care by Category: % Value Growth 2019-2024

Table 3 - NBO Company Shares of Sun Care: % Value 2020-2024

Table 4 - LBN Brand Shares of Sun Care: % Value 2021-2024

Table 5 - LBN Brand Shares of Premium Adult Sun Care: % Value 2021-2024

Table 6 - Forecast Sales of Sun Care by Category: Value 2024-2029

Table 7 - Forecast Sales of Sun Care by Category: % Value Growth 2024-2029

Beauty and Personal Care in Finland - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for beauty and personal care?

MARKET DATA

Table 8 - Sales of Beauty and Personal Care by Category: Value 2019-2024

Table 9 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024

Table 10 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024

Table 11 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024

Table 12 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024

Table 13 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024

Table 14 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024

Table 15 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024

Table 16 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029

Table 17 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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