



Baby and Child-Specific Products in Finland

May 2025

Table of Contents

Baby and Child-Specific Products in Finland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Falling birth rates mean stagnant sales in 2024

Kesko leads overall, while parents seek products for sensitive skin

Grocery retail holds highest distribution share, as demand rises for natural and organic options

PROSPECTS AND OPPORTUNITIES

Private label set to expand during forecast period

Shift to natural and organic offerings will support value sales

New ingredients and increased interest in sun protection

CATEGORY DATA

Table 1 - Sales of Baby and Child-specific Products by Category: Value 2019-2024

Table 2 - Sales of Baby and Child-specific Products by Category: % Value Growth 2019-2024

Table 3 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2019-2024

Table 4 - NBO Company Shares of Baby and Child-specific Products: % Value 2020-2024

Table 5 - LBN Brand Shares of Baby and Child-specific Products: % Value 2021-2024

Table 6 - LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2021-2024

Table 7 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2021-2024

Table 8 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2021-2024

Table 9 - Forecast Sales of Baby and Child-specific Products by Category: Value 2024-2029

Table 10 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2024-2029

Table 11 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 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 12 - Sales of Beauty and Personal Care by Category: Value 2019-2024

Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024

Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024

Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024

Table 16 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024

Table 17 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024

Table 18 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024

Table 19 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024

Table 20 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029

Table 21 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/baby-and-child-specific-products-in-finland/report.