



Euromonitor
International

Sleep Aids in Finland

September 2025

Table of Contents

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 1 - Sales of Sleep Aids: Value 2020-2025

Table 2 - Sales of Sleep Aids: % Value Growth 2020-2025

Table 3 - NBO Company Shares of Sleep Aids: % Value 2021-2025

Table 4 - LBN Brand Shares of Sleep Aids: % Value 2022-2025

Table 5 - Forecast Sales of Sleep Aids: Value 2025-2030

Table 6 - Forecast Sales of Sleep Aids: % Value Growth 2025-2030

Consumer Health in Finland - Industry Overview

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

Table 8 - Life Expectancy at Birth 2020-2025

MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2020-2025

Table 10 - Sales of Consumer Health by Category: % Value Growth 2020-2025

Table 11 - NBO Company Shares of Consumer Health: % Value 2021-2025

Table 12 - LBN Brand Shares of Consumer Health: % Value 2022-2025

Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025

Table 14 - Distribution of Consumer Health by Format: % Value 2020-2025

Table 15 - Distribution of Consumer Health by Format and Category: % Value 2025

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

Table 17 - 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

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