



Health and Beauty Specialists in Finland

June 2026

Table of Contents

Health and Beauty Specialists in Finland - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Health and Beauty Specialists Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Health and Beauty Specialists

INDUSTRY PERFORMANCE

Pharmacies Sustains Growth by Meeting Essential Healthcare Needs

Pharmacies Anchors Sales as Prescription Medicines Drive Demand

Chart 2 - Legislation Limits Consolidation in Pharmacies

Health and Personal Care Stores Expands with Service Innovation

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Yliopiston Apteekki Retains Online Strength as Regulation Shifts

Pharmacies to Sustain Leadership as Prescription Medicines Anchor Revenue

Ai-Enhanced Optical Retail and Subscription Services to Boost Future Growth

Chart 5 - More Focus on Services and Low Threshold Health Information in Pharmacies

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 8 - Analyst Insight for Health and Beauty Specialists

Normal Leverages Rapid Outlet Growth to Disrupt Established Leaders

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Health and Beauty Specialists

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Health and Beauty Specialists

Chart 15 - Population 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Retail in Finland - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

S Group Leverages Affordability to Capture Cautious Spending
Discounters and E-Commerce Outperform as Price Drives Choices
Chart 18 - S Group the leading player as e-commerce returns to growth
S Group Attracts Cautious Shoppers with Affordable Supermarket Strategy
Chart 19 - Value Sales 2020-2030
Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

S Group and Kesko Reinforce Strength as Value Drives Consolidation
Chart 21 - Cheap Prices Attract Finns
Retail E-Commerce Expands as Cross-Border Trade Challenges Local Players
Chart 22 - Analyst Insight for Retail
Urbanisation and Regulatory Change Reshape Retail Innovation and Resilience
Chart 23 - Forecast Value Sales 2020-2030
Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

S Group and Kesko Dominate as Rivals Remain Distant
Lidl and Finlayson Spark Innovation to Enhance Brand Perception
Chart 25 - Lidl Opens a Pop-Up Restaurant
Chart 26 - Finlayson Allows Payments in Used Consumer Electronics
Chart 27 - Company Shares 2025
Chart 28 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail
Opening Hours for Physical Retail
Chart 29 - Standard Opening Hours by Channel Type 2025
Seasonality
Christmas
Mother's Day and Father's Day
Back to school

ECONOMIC CONTEXT

Chart 30 - Economic Context for Retail
Chart 31 - Real Gdp Growth 2020-2030
Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Retail
Chart 34 - Population 2020-2030
Chart 35 - 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/health-and-beauty-specialists-in-finland/report.