



Consumer Health in Finland

September 2023

Table of Contents

Consumer Health in Finland

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 1 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 2 - Life Expectancy at Birth 2018-2023

MARKET DATA

Table 3 - Sales of Consumer Health by Category: Value 2018-2023

Table 4 - Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Consumer Health: % Value 2019-2023

Table 6 - LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 7 - Penetration of Private Label in Consumer Health by Category: % Value 2018-2023

Table 8 - Distribution of Consumer Health by Format: % Value 2018-2023

Table 9 - Distribution of Consumer Health by Format and Category: % Value 2023

Table 10 - Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 11 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

Analgesics in Finland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Analgesics continues up and down performance

Value-added products emerging, while paediatric analgesics sees healthy performance

Orion Oyj maintains lead

PROSPECTS AND OPPORTUNITIES

Analgesics forecast to see modest growth

Positive outlook for paediatric analgesics

Topical analgesics seeing unit price growth

CATEGORY DATA

Table 12 - Sales of Analgesics by Category: Value 2018-2023

Table 13 - Sales of Analgesics by Category: % Value Growth 2018-2023

Table 14 - NBO Company Shares of Analgesics: % Value 2019-2023

Table 15 - LBN Brand Shares of Analgesics: % Value 2020-2023

Table 16 - Forecast Sales of Analgesics by Category: Value 2023-2028

Table 17 - Forecast Sales of Analgesics by Category: % Value Growth 2023-2028

Sleep Aids in Finland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Finns looking for melatonin-based products

Return of herbal ingredients and ongoing expansion of grocery retailing

Intense competition

PROSPECTS AND OPPORTUNITIES

Positive outlook underpinned by a variety of factors

Expanding offer of melatonin-based combination products

Revival of interest in herbal sleep aids

CATEGORY DATA

Table 18 - Sales of Sleep Aids: Value 2018-2023

Table 19 - Sales of Sleep Aids: % Value Growth 2018-2023

Table 20 - NBO Company Shares of Sleep Aids: % Value 2019-2023

Table 21 - LBN Brand Shares of Sleep Aids: % Value 2020-2023

Table 22 - Forecast Sales of Sleep Aids: Value 2023-2028

Table 23 - Forecast Sales of Sleep Aids: % Value Growth 2023-2028

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

KEY DATA FINDINGS

2023 DEVELOPMENTS

Slight fall after peak in previous year

Nasal sprays and pharyngeal preparations doing well

Cloetta Suomi Oy benefits from strength of Läkerol brand

PROSPECTS AND OPPORTUNITIES

Growing demand for convenience

Combination products set to see strong performance

Strong brand recognition and trust to support growth in pharyngeal preparations

CATEGORY DATA

Table 24 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2018-2023

Table 25 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2018-2023

Table 26 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2019-2023

Table 27 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2023

Table 28 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2023-2028

Table 29 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2023-2028

Dermatologicals in Finland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Revival of new product development activity boosts sales

Convenience factor proving important, while nappy rash treatments being hit by falling birth rates

Bayer leads, while smaller brands emerge

PROSPECTS AND OPPORTUNITIES

Moderate growth expected
Notable growth for medicated shampoos
Growing competition from products such as dietary supplements

CATEGORY DATA

Table 30 - Sales of Dermatologicals by Category: Value 2018-2023
Table 31 - Sales of Dermatologicals by Category: % Value Growth 2018-2023
Table 32 - NBO Company Shares of Dermatologicals: % Value 2019-2023
Table 33 - LBN Brand Shares of Dermatologicals: % Value 2020-2023
Table 34 - LBN Brand Shares of Hair Loss Treatments: % Value 2020-2023
Table 35 - Forecast Sales of Dermatologicals by Category: Value 2023-2028
Table 36 - Forecast Sales of Dermatologicals by Category: % Value Growth 2023-2028

Digestive Remedies in Finland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Revival of normal lifestyles leads to digestive issues
Paediatric diarrhoeal remedies offers novel opportunities
Orion Oyj retains lead, while pharmacy-owned private label continues to emerge

PROSPECTS AND OPPORTUNITIES

Modern lifestyles supporting demand
Growing demand for convenience
Poor outlook for antiflatulents and H2 blockers

CATEGORY DATA

Table 37 - Sales of Digestive Remedies by Category: Value 2018-2023
Table 38 - Sales of Digestive Remedies by Category: % Value Growth 2018-2023
Table 39 - NBO Company Shares of Digestive Remedies: % Value 2019-2023
Table 40 - LBN Brand Shares of Digestive Remedies: % Value 2020-2023
Table 41 - Forecast Sales of Digestive Remedies by Category: Value 2023-2028
Table 42 - Forecast Sales of Digestive Remedies by Category: % Value Growth 2023-2028

Eye Care in Finland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rise in screen time leads to eye problems
Allergy eye care outperforming standard products
Bayer leads, while local player sees continued share growth

PROSPECTS AND OPPORTUNITIES

Sales set to rise, though intensification of competition may dampen value growth
More standard eye drops in grocery retailing
Expanded offer expected in allergy eye care

CATEGORY DATA

Table 43 - Sales of Eye Care by Category: Value 2018-2023
Table 44 - Sales of Eye Care by Category: % Value Growth 2018-2023
Table 45 - NBO Company Shares of Eye Care: % Value 2019-2023

Table 46 - LBN Brand Shares of Eye Care: % Value 2020-2023

Table 47 - Forecast Sales of Eye Care by Category: Value 2023-2028

Table 48 - Forecast Sales of Eye Care by Category: % Value Growth 2023-2028

NRT Smoking Cessation Aids in Finland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Situation unclear after regulatory changes

Increasing interest in spray format

Two players dominate

PROSPECTS AND OPPORTUNITIES

Further decline expected

Situation remains unclear in NRT pouches

Expansion of potential consumer base

CATEGORY INDICATORS

Table 49 - Number of Smokers by Gender 2018-2023

CATEGORY DATA

Table 50 - Sales of NRT Smoking Cessation Aids by Category: Value 2018-2023

Table 51 - Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2018-2023

Table 52 - NBO Company Shares of NRT Smoking Cessation Aids: % Value 2019-2023

Table 53 - LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2020-2023

Table 54 - Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2023-2028

Table 55 - Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2023-2028

Wound Care in Finland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation drives up value, while volumes fall

Private label benefiting from increased consumer price sensitivity

Orkla and Beiersdorf continue to dominate, but see share loss

PROSPECTS AND OPPORTUNITIES

Moderate growth expected

Opportunities for private label

Brands to become more innovative as economic conditions improve

CATEGORY DATA

Table 56 - Sales of Wound Care by Category: Value 2018-2023

Table 57 - Sales of Wound Care by Category: % Value Growth 2018-2023

Table 58 - NBO Company Shares of Wound Care: % Value 2019-2023

Table 59 - LBN Brand Shares of Wound Care: % Value 2020-2023

Table 60 - Forecast Sales of Wound Care by Category: Value 2023-2028

Table 61 - Forecast Sales of Wound Care by Category: % Value Growth 2023-2028

Sports Nutrition in Finland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth across categories
Expanding product offer supports growth
Leading players see continued share erosion

PROSPECTS AND OPPORTUNITIES

Healthy growth expected
Sports non-protein products set to thrive
Opportunities for expansion of sports protein RTDs

CATEGORY DATA

Table 62 - Sales of Sports Nutrition by Category: Value 2018-2023
Table 63 - Sales of Sports Nutrition by Category: % Value Growth 2018-2023
Table 64 - NBO Company Shares of Sports Nutrition: % Value 2019-2023
Table 65 - LBN Brand Shares of Sports Nutrition: % Value 2020-2023
Table 66 - Forecast Sales of Sports Nutrition by Category: Value 2023-2028
Table 67 - Forecast Sales of Sports Nutrition by Category: % Value Growth 2023-2028

Dietary Supplements in Finland

KEY DATA FINDINGS

2023 DEVELOPMENTS

New product launches with range of claims
New products boost performance of probiotics, while energy and stress relief products do well
Orkla Care leads fragmented category

PROSPECTS AND OPPORTUNITIES

New products set to boost sales
Positive outlook for probiotics
Mineral supplements expected to perform well

CATEGORY DATA

Table 68 - Sales of Dietary Supplements by Category: Value 2018-2023
Table 69 - Sales of Dietary Supplements by Category: % Value Growth 2018-2023
Table 70 - Sales of Dietary Supplements by Positioning: % Value 2018-2023
Table 71 - NBO Company Shares of Dietary Supplements: % Value 2019-2023
Table 72 - LBN Brand Shares of Dietary Supplements: % Value 2020-2023
Table 73 - Forecast Sales of Dietary Supplements by Category: Value 2023-2028
Table 74 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2023-2028

Vitamins in Finland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Vitamins sales stabilising after pandemic peak
Multivitamins working to address challenges, as consumers look to single vitamins
Leader sees share eroded

PROSPECTS AND OPPORTUNITIES

Maturity and shift to grocery channel to constrain growth
Vitamin K expected to perform well
Competition intensifying

CATEGORY DATA

Table 75 - Sales of Vitamins by Category: Value 2018-2023

Table 76 - Sales of Vitamins by Category: % Value Growth 2018-2023

Table 77 - Sales of Multivitamins by Positioning: % Value 2018-2023

Table 78 - NBO Company Shares of Vitamins: % Value 2019-2023

Table 79 - LBN Brand Shares of Vitamins: % Value 2020-2023

Table 80 - Forecast Sales of Vitamins by Category: Value 2023-2028

Table 81 - Forecast Sales of Vitamins by Category: % Value Growth 2023-2028

Weight Management and Wellbeing in Finland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Falling sales linked to new legislation and shifting health trends

Meal replacement and weight loss supplements performing poorly

Highly fragmented competitive landscape

PROSPECTS AND OPPORTUNITIES

Consumer behaviour trends unfavourable for weight management and wellbeing

New Rx product further complicates situation for OTC obesity

Competition from packaged food and sports nutrition

CATEGORY DATA

Table 82 - Sales of Weight Management and Wellbeing by Category: Value 2018-2023

Table 83 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2018-2023

Table 84 - NBO Company Shares of Weight Management and Wellbeing: % Value 2019-2023

Table 85 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2020-2023

Table 86 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2023-2028

Table 87 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2023-2028

Herbal/Traditional Products in Finland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Diversification of demand in herbal/traditional products

Product innovation spurring consumer interest

Cloetta Suomi leads fragmented category

PROSPECTS AND OPPORTUNITIES

Potential for growth despite economic challenges

Expansion of herbal sleep aids

Demand for stress relieving products

CATEGORY DATA

Table 88 - Sales of Herbal/Traditional Products by Category: Value 2018-2023

Table 89 - Sales of Herbal/Traditional Products by Category: % Value Growth 2018-2023

Table 90 - NBO Company Shares of Herbal/Traditional Products: % Value 2019-2023

Table 91 - LBN Brand Shares of Herbal/Traditional Products: % Value 2020-2023

Table 92 - Forecast Sales of Herbal/Traditional Products by Category: Value 2023-2028

Table 93 - Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2023-2028

Paediatric Consumer Health in Finland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Untapped potential

Digestive remedies and analgesics performing well

GSK Consumer Healthcare extends lead

PROSPECTS AND OPPORTUNITIES

Parents to continue to prioritise spending on children

New products could drive growth

Innovation needs to resonate with convenience trend

CATEGORY DATA

Table 94 - Sales of Paediatric Consumer Health by Category: Value 2018-2023

Table 95 - Sales of Paediatric Consumer Health by Category: % Value Growth 2018-2023

Table 96 - NBO Company Shares of Paediatric Consumer Health: % Value 2019-2023

Table 97 - LBN Brand Shares of Paediatric Consumer Health: % Value 2020-2023

Table 98 - Forecast Sales of Paediatric Consumer Health by Category: Value 2023-2028

Table 99 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2023-2028

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/consumer-health-in-finland/report.