

## **Direct Selling in Finland**

Market Direction | 2023-04-13 | 39 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Direct selling has always been a marginal retail channel in Finland, and has in recent years seen a clear decrease - sales fell in 2022 for the sixth year in a row in current value terms. Even more worryingly, direct selling underperformed independent of the larger societal context - even in better times in the economy, and during the exceptional two years of COVID-19, when various types of retailing saw hugely different developments, declines continued. In 2022, retailing in Finland faced hard...

Euromonitor International's Direct Selling in Finland report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Appliances and Electronics Direct Selling, Drinks and Tobacco Direct Selling, Fashion Direct Selling, Foods Direct Selling, Health and Beauty Direct Selling, Home Products Direct Selling, Other Products Direct Selling.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Direct Selling market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney,

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Direct Selling in Finland  
Euromonitor International  
April 2023

### List Of Contents And Tables

#### DIRECT SELLING IN FINLAND

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Direct selling continues its downhill slide in 2022

Fragmented competitive landscape

Health and beauty and home products popular within direct selling

##### PROSPECTS AND OPPORTUNITIES

Boundaries between traditional direct selling and e-commerce become hazy

Continued fall in sales, and the significance of direct selling set to decrease further

Direct selling likely to remain dominated by female agents earning extra income

##### CHANNEL DATA

Table 1 Direct Selling by Category: Value 2017-2022

Table 2 Direct Selling by Category: % Value Growth 2017-2022

Table 3 Direct Selling GBO Company Shares: % Value 2018-2022

Table 4 Direct Selling GBN Brand Shares: % Value 2019-2022

Table 5 Direct Selling Forecasts by Category: Value 2022-2027

Table 6 Direct Selling Forecasts by Category: % Value Growth 2022-2027

#### RETAIL IN FINLAND

##### EXECUTIVE SUMMARY

Retail in 2022: The big picture

Sustainability in focus once again

Competitive landscape remains relatively stable in Finland

What next for retail?

##### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2022

Seasonality

Christmas

Mother's and Father's Day

Back to school

##### MARKET DATA

Table 7 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 9 Sales in Retail Offline by Channel: Value 2017-2022

Table 10 Sales in Retail Offline by Channel: % Value Growth 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 11	Retail Offline Outlets by Channel: Units 2017-2022
Table 12	Retail Offline Outlets by Channel: % Unit Growth 2017-2022
Table 13	Sales in Retail E-Commerce by Product: Value 2017-2022
Table 14	Sales in Retail E-Commerce by Product: % Value Growth 2017-2022
Table 15	Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022
Table 16	□Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022
Table 17	□Sales in Grocery Retailers by Channel: Value 2017-2022
Table 18	□Sales in Grocery Retailers by Channel: % Value Growth 2017-2022
Table 19	□Grocery Retailers Outlets by Channel: Units 2017-2022
Table 20	□Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022
Table 21	□Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022
Table 22	□Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022
Table 23	□Sales in Non-Grocery Retailers by Channel: Value 2017-2022
Table 24	□Sales in Non-Grocery Retailers by Channel: % Value Growth 2017-2022
Table 25	□Non-Grocery Retailers Outlets by Channel: Units 2017-2022
Table 26	□Non-Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022
Table 27	□Retail GBO Company Shares: % Value 2018-2022
Table 28	□Retail GBN Brand Shares: % Value 2019-2022
Table 29	□Retail Offline GBO Company Shares: % Value 2018-2022
Table 30	□Retail Offline GBN Brand Shares: % Value 2019-2022
Table 31	□Retail Offline LBN Brand Shares: Outlets 2019-2022
Table 32	□Retail E-Commerce GBO Company Shares: % Value 2018-2022
Table 33	□Retail E-Commerce GBN Brand Shares: % Value 2019-2022
Table 34	□Grocery Retailers GBO Company Shares: % Value 2018-2022
Table 35	□Grocery Retailers GBN Brand Shares: % Value 2019-2022
Table 36	□Grocery Retailers LBN Brand Shares: Outlets 2019-2022
Table 37	□Non-Grocery Retailers GBO Company Shares: % Value 2018-2022
Table 38	□Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022
Table 39	□Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022
Table 40	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027
Table 41	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027
Table 42	□Forecast Sales in Retail Offline by Channel: Value 2022-2027
Table 43	□Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027
Table 44	□Forecast Retail Offline Outlets by Channel: Units 2022-2027
Table 45	□Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027
Table 46	□Forecast Sales in Retail E-Commerce by Product: Value 2022-2027
Table 47	□Forecast Sales in Retail E-Commerce by Product: % Value Growth 2022-2027
Table 48	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027
Table 49	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027
Table 50	□Forecast Sales in Grocery Retailers by Channel: Value 2022-2027
Table 51	□Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027
Table 52	□Forecast Grocery Retailers Outlets by Channel: Units 2022-2027
Table 53	□Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027
Table 54	□Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027
Table 55	□Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027
Table 56	□Forecast Sales in Non-Grocery Retailers by Channel: Value 2022-2027
Table 57	□Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 58 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2022-2027

Table 59 □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 Research Sources

## Direct Selling in Finland

Market Direction | 2023-04-13 | 39 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-08
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com