

## **Sun Care in Finland**

Market Direction | 2023-05-03 | 21 pages | Euromonitor

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### **Report description:**

Sun care in Finland recorded positive current value growth overall in 2022, albeit at a substantially slower pace than in the previous year. This growth was partly driven by the ongoing recovery of sun protection and aftersun sales, which began to rebound in 2021 following the impact of the COVID-19 pandemic. By 2022, sales had finally returned to levels comparable to those seen in 2019. In terms of volume sales growth, overall sun care saw a slight decline in 2022.

Euromonitor International's Sun Care in Finland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Adult Sun Care, Baby and Child-specific Sun Care.

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

Why buy this report?

- \* Get a detailed picture of the Sun Care 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.

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SUN CARE IN FINLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Volume sales dip slightly, with competition increasing from SPF products in skin care and make-up

Renewed vigour from players post-pandemic creates space for new brands and products

Consumers shift to natural and dermocosmetic alternatives, as premium players focus on differentiation and improved quality

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Environmental trends set to gather pace

Domestic players will increase focus on domestic tourists and local demand

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