

## **Consumer Health in Finland**

Market Direction | 2023-09-22 | 96 pages | Euromonitor

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### **Report description:**

Consumer health in Finland is seeing moderate current value growth in 2023. On one hand, prices have increased due to inflation, but, at the same time, the poor economic outlook has made consumers cautious in their purchases. Overall, the OTC segment is performing more poorly than other areas of consumer health. This is largely due to the fact that sales of several high-sales categories peaked during the heavy cough and cold season in 2022, as consumers returned to normal social interaction foll...

Euromonitor International's Consumer Health 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: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

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

Why buy this report?

- \* Get a detailed picture of the Consumer Health 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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