

Oral Care in Finland

<https://marketpublishers.com/r/OF64A78781CEN.html>

Date: May 2023

Pages: 24

Price: US\$ 990.00 (Single User License)

ID: OF64A78781CEN

Abstracts

Oral care overall maintained a moderately positive current value trajectory in Finland in 2022, despite consumers' efforts to find savings in their hygiene product spending. This growth was largely driven by an improved selection of therapeutic added-value toothpastes, catering to specific dental needs. The transition from standard toothpastes to therapeutic alternatives continued to be a prominent trend throughout the review period, including 2022. Finnish consumers demonstrated a keen interest...

Euromonitor International's Oral 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: Dental Floss, Denture Care, Mouth Fresheners, Mouthwashes/Dental Rinses, Tooth Whiteners, Toothbrushes, Toothpaste.

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

Why buy this report?

Get a detailed picture of the Oral 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.

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, 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.

Contents

ORAL CARE IN FINLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Added-value toothpastes support current value sales in 2022

New product launches feature increased natural ingredients and boast eco-friendly status

Local consumers happier to spend more for electric toothbrushes

PROSPECTS AND OPPORTUNITIES

Volume sales to struggle amid economic uncertainty

Intensifying competition will give rise to price wars, with value growth driven by added-value toothpastes and teeth whitening to become more popular

Players to lose interest in waning subcategories, with electric toothbrushes as key growth drivers

CATEGORY DATA

Table 1 Sales of Oral Care by Category: Value 2017-2022

Table 2 Sales of Oral Care by Category: % Value Growth 2017-2022

Table 3 Sales of Toothbrushes by Category: Value 2017-2022

Table 4 Sales of Toothbrushes by Category: % Value Growth 2017-2022

Table 5 Sales of Toothpaste by Type: % Value Breakdown 2018-2022

Table 6 NBO Company Shares of Oral Care: % Value 2018-2022

Table 7 LBN Brand Shares of Oral Care: % Value 2019-2022

Table 8 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2019-2022

Table 9 LBN Brand Shares of Toothpaste: % Value 2019-2022

Table 10 Forecast Sales of Oral Care by Category: Value 2022-2027

Table 11 Forecast Sales of Oral Care by Category: % Value Growth 2022-2027

Table 12 Forecast Sales of Toothbrushes by Category: Value 2022-2027

Table 13 Forecast Sales of Toothbrushes by Category: % Value Growth 2022-2027

BEAUTY AND PERSONAL CARE IN FINLAND

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 14 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 15 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 16 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 17 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 18 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 19 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 20 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 21 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 22 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 23 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Oral Care in Finland

Product link: <https://marketpublishers.com/r/OF64A78781CEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/OF64A78781CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:

Last name:

Email:

Company:

Address:

City:

Zip code:

Country:

Tel:

Fax:

Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970