



Euromonitor
International

Herbal/Traditional Products in Finland

September 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Resilience in herbal/traditional products reflects rising demand for natural health solutions
Fragmentation increases in Finland’s herbal/traditional products despite strong brand leaders
Retail e-commerce reshapes herbal/traditional product distribution as health specialists lose share

PROSPECTS AND OPPORTUNITIES

Herbal/traditional products are set for stronger growth as the economic outlook improves
Sleep aids holds potential for further expansion and innovation across the forecast period
Rising concerns over additives fuel demand for clean and trusted herba/traditional products

CATEGORY DATA

- Table 1 - Sales of Herbal/Traditional Products by Category: Value 2020-2025
- Table 2 - Sales of Herbal/Traditional Products by Category: % Value Growth 2020-2025
- Table 3 - NBO Company Shares of Herbal/Traditional Products: % Value 2021-2025
- Table 4 - LBN Brand Shares of Herbal/Traditional Products: % Value 2022-2025
- Table 5 - Forecast Sales of Herbal/Traditional Products by Category: Value 2025-2030
- Table 6 - Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2025-2030

Consumer Health in Finland - Industry Overview

EXECUTIVE SUMMARY

- Consumer Health in 2025: The big picture
- Key trends in 2025
- Competitive landscape
- Channel developments
- What next for Consumer Health?

MARKET INDICATORS

- Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025
- Table 8 - Life Expectancy at Birth 2020-2025

MARKET DATA

- Table 9 - Sales of Consumer Health by Category: Value 2020-2025
- Table 10 - Sales of Consumer Health by Category: % Value Growth 2020-2025
- Table 11 - NBO Company Shares of Consumer Health: % Value 2021-2025
- Table 12 - LBN Brand Shares of Consumer Health: % Value 2022-2025
- Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025
- Table 14 - Distribution of Consumer Health by Format: % Value 2020-2025
- Table 15 - Distribution of Consumer Health by Format and Category: % Value 2025
- Table 16 - Forecast Sales of Consumer Health by Category: Value 2025-2030
- Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

APPENDIX

- OTC registration and classification
- Vitamins and dietary supplements registration and classification
- Self-medication/self-care and preventive medicine
- Switches
- Summary 1 - OTC: Switches 2024-2025

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 - Research Sources

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