

# Browsing for Industry Reports in Passport

1

The screenshot shows the Passport website's navigation menu. The 'Industries' tab is highlighted with a white box and a downward arrow. Below the menu, a grid of industry categories is displayed. The 'Beauty and Personal Care' category is highlighted with a white box and a hand cursor. The categories are organized into three columns: Consumer Products, Economies, Consumers, Companies, Analytics, and Help. The 'Beauty and Personal Care' category is located in the first column, between 'Apparel and Footwear' and 'Consumer Appliances'.

Consumer Products	Economies	Consumers	Companies	Analytics	Help
Alcoholic Drinks	Home Care	Hot Drinks	Luxury Goods	Packaged Food	Personal Accessories
Apparel and Footwear	Hot Drinks	Luxury Goods	Packaged Food	Personal Accessories	Pet Care
Beauty and Personal Care	Luxury Goods	Packaged Food	Personal Accessories	Pet Care	Soft Drinks
Consumer Appliances	Packaged Food	Personal Accessories	Pet Care	Soft Drinks	Tissue and Hygiene
Consumer Electronics	Personal Accessories	Pet Care	Soft Drinks	Tissue and Hygiene	Tobacco
Consumer Health	Pet Care	Soft Drinks	Tissue and Hygiene	Tobacco	Toys and Games
Eyewear	Soft Drinks	Tissue and Hygiene	Tobacco	Toys and Games	
Fresh Food	Tissue and Hygiene	Tobacco	Toys and Games		
Health and Wellness	Tobacco	Toys and Games			
Home and Garden	Toys and Games				



Go to the **Industries** menu and select an industry category from the list

2

The screenshot shows the 'COUNTRY REPORTS' section of the Passport website. The page title is 'COUNTRY REPORTS'. Below the title, there is a description: 'Analyse key trends and developments across categories, competitors and channels for all researched markets'. There are two dropdown menus: the first is labeled 'HAIR CARE' and the second is labeled 'FINLAND'. Both dropdown menus have a blue arrow pointing to the left and a downward arrow on the right. Below the dropdown menus is a 'GO' button with a blue arrow pointing to the left.

On the resulting screen, select desired options from menu(s) and click GO

Select tabs for additional content and functionality (e.g., Downloading)

## Hair Care in Finland

COUNTRY REPORT | MAY 2018

ANALYSIS

DATAGRAPHS

CONTEXT

DOWNLOAD

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### HEADLINES

- Hair care current value sales increase by 2% to reach EUR268 million in 2017
- Brands with professional features a key in lifting value
- Expect for salon professional hair care unit prices rise by 1-2% whilst volume sales stagnate
- L'Oréal Finland continues to lead sales in 2017, recording a value share of 38%
- Hair care has a projected forecast period value CAGR of 1% at constant 2017 prices, with sales set to reach EUR288 million in 2022

### PROSPECTS

#### Intensified competition and maturity of hair care will limit growth in the future

Unlike in most European markets, hair care sees the highest spend within beauty and personal care in Finland. As such, new competitors entered in high numbers during the review period. This, coupled with poor economic conditions, led to a fall in average unit prices. The sales value of hair care declined throughout the review period, although it started to rebound in 2017. However, the hair care value peak of 2012 is not expected to be reached in the forecast period. As competition will remain intense, there will be better products with lower prices available for consumers. In addition, salon professional hair care prices have been hit by increasing online sales. As a result, hair care will only have modest growth in the forecast period.

### Market Sizes

#### Sales of Hair Care

Retail Value RSP - EUR million - Current - 2003-2022



268

