



# Health and Beauty Specialists in Finland

March 2024

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## Health and Beauty Specialists in Finland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Pharmacies dominate and see moderate growth  
Health and wellness trends accelerate post-pandemic  
Normal consolidates lead in health and personal care stores

#### PROSPECTS AND OPPORTUNITIES

Ageing population, necessity and aesthetics set to drive growth in optical goods stores  
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