



# Market report

Clothing and Technical Textiles

December 2025

## General Description

Finnpartnership is a business partnership programme financed by the Ministry for Foreign Affairs of Finland and managed by Finnfund. Finnpartnership aims to generate positive development impacts by promoting business between Finland and the developing countries.

The goal of this market report is to provide information for stakeholders in developing countries about the Finnish Clothing and Technical Textiles sector to ease their access to projects with Finnish stakeholders and organisations.

This market report is prepared by Satu Vikman from Arcadia Communications Consulting in December 2025. The provided contact details may change over time, but Finnpartnership bears no responsibility for such changes. The organisations and contacts referred to in the report are collected with the best of our knowledge at that time, and Finnpartnership assumes no responsibility for the accuracy of information contained in the report, or its suitability for any purpose. Please note that the report is not intended for advertisement purposes.

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## 1. OVERVIEW

According to the Finnish Textile and Fashion organization the clothing industry's products include women's, men's, and children's clothing, accessories, sportswear, as well as socks and underwear. In addition, the clothing industry includes workwear.

The Finnish textile market is heavily import-oriented: domestic production is limited, and most textiles are imported from abroad, particularly Asia (China, Bangladesh), with interest in Turkey also increasing. The distribution channels of the textile industry are primarily large retail chains such as Kesko, S-Group, and Stockmann, which have products manufactured and imported themselves and distribute them to the domestic market as well as to the Baltics. Many foreign manufacturers use Finnish importers and agents who handle distribution to Finnish customers.

One major distribution channel is e-commerce: Finland is a highly digitalized market, and e-commerce is a significant channel, especially in D2C trade, not so much yet in the B2B sector. E-commerce has become commonplace: up to 90% of Finns have made online purchases in the past month. Clothes and shoes are the most popular online purchases.<sup>1</sup>

Sustainability is also increasingly prominent in the textile industry. In addition, the market for technical textiles and new fibers is growing. With strong research capabilities, sustainable raw materials, and digital expertise, Finland is well-positioned to be a global innovation hub for next-generation technical textiles.<sup>2</sup>

## 2. HISTORY OF THE TEXTILE INDUSTRY IN FINLAND

### 2.1 Early development from the 16th century

Finland's textile industry has a long history rooted in craftsmanship, innovation and adaptation to harsh northern conditions. The textile industry in Finland began as early as the 16<sup>th</sup> century, when woolen weaving workshops were established near the castles of Turku and Häme. When Finland came under Russian rule, Finnish textile industry gained new markets. For example, there was high demand for Finnish linen fabrics in Saint Petersburg. The Russian markets were indeed the

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<sup>1</sup> <https://muotijaurheilukauppa.fi/2024/10/10/suomalaisten-asenteet-muodin-kuluttamiseen-hinta-korostuu-entisestaan-vastuullisuus-ei/>

<sup>2</sup> [Tekstiiliteollisuus Suomessa, murros ja vastuullisuus](#)

main reason for the rapid rise of the Finnish textile industry in the 19<sup>th</sup> century. The cotton factory founded by James Finlayson in Tampere in 1820 grew within a couple of decades to become the largest industrial establishment in the entire country.

By the late 1860s, it already had 2,000 employees, while the entire city had only 5,600 residents. The Tampere linen factory, founded in 1856, began processing domestic raw materials. Around the same time, the spinning mills of Liljeroos and Peterson, as well as Nottbeck's sock factory, were also established. Around 1870, 40 percent of Finland's industrial workforce was employed in the city of Tampere.

At the end of the 19<sup>th</sup> century, exports from Finland to Russia decreased, but on the other hand, domestic demand grew due to the purchasing power brought by wage labor and a money-based economy. Alongside the cotton and linen industries, manufacturers of wool and knitwear products emerged. With Suomen Triko, Tampere also became the center of Finland's knitwear industry, and dozens of other knitwear companies were established across Finland.<sup>3</sup>

## 2.2 From Finland's independence to the 1990's

Finland's independence in 1917 ended textile exports to Russia, and production had to be directed towards the growing domestic markets. Textile imports were regulated by customs duties, and the industry's profitability was quite good. In the 1920s, the industry switched from steam power to electricity, and productivity improved even further. The early 1930s depression brought unemployment and bankruptcies and reduced purchasing power. In 1934, Finlayson and the Forssa cotton factory merged. Tampere's position in the industry was at its strongest in the 1930s, when Finlayson and the Tampere linen factory were among the largest textile companies in the Nordic countries.

At the end of the 19<sup>th</sup> century, the United Wool Mills' wool spinning and weaving mill, established in Hyvinkää, grew in the 20<sup>th</sup> century to become a locally significant employer, and United Wool Mills became one of the 15 largest companies in the country.

During the raw material shortages of World War II, Finland's textile industry began to increasingly use domestic wool and substitute materials such as paper and rags. Through bilateral trade, Finland gained access to the Soviet Union's large clothing

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<sup>3</sup> [Tekstiiliteollisuus Suomessa – Wikipedia](#)

markets, where long production runs were made in ways very different from those that succeeded in Western markets. From the late 1950s to the mid-1970s, Finland's textile exports strengthened, first as foreign trade controls were lifted and then as new trade and tariff agreements were concluded, such as the 1961 Finefta agreement. In terms of wage levels, Finland remained a producer of low-cost products on the world market until the 1970s.

In the 1970s, the textile industry underwent rapid changes with the rise of ready-to-wear clothing and the globalization of production. This transformation nearly destroyed the Finnish textile industry entirely. However, through protectionism, the Finnish textile industry managed to dominate the domestic market for a long time: even in the consumption figures for 1979, 50 percent of textiles and 80 percent of ready-to-wear clothing were made in Finland.

In the 1980s, the import of textiles from countries with lower labor costs began to eat into the demand for Finnish products both domestically and in export markets in other Western countries. The near-death blow to Finnish garment manufacturing came with the collapse of the Soviet Union and, partly as a result, Finland's early 1990s recession, during which dozens of industry companies went bankrupt.

Since the 1990s, Finland's textile industry has focused on specialty products, high technology, small production runs, and designing products in Finland while having them manufactured in cheaper countries. The trends at the turn of the millennium have included naturalness, environmental issues, and the use of recycled materials.

<sup>4</sup>

## 2.3 Rise of wood-based and recycled materials

In August 2021, the Finnish Textile and Fashion association and VTT, the Technical Research Centre of Finland, made a joint statement on how the value chain of the textile industry in Finland should be developed. According to it, future clothing will be personalized, recycled, and ecological.

Spinnova and Metsä Group had begun producing wood-based textile fibers, while Rester, Infinit Fiber, and Valmet were preparing to produce fiber from recycled materials.<sup>5</sup>

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<sup>4</sup> [Tekstiiliteollisuus Suomessa – Wikipedia](#)

<sup>5</sup> [Suomessa on monta nousevaa kestävien tekstiilikuitujen valmistajaa, mutta alan tuntijoiden mielestä se ei vielä riitä | HS.fi](#)

The early Finnish textile sector focused mainly on traditional clothing, wool, and linen production during the 19<sup>th</sup> and early 20<sup>th</sup> centuries. However, as global competition intensified and low-cost manufacturing shifted abroad, Finland's textile industry evolved by focusing on high-value, technology-driven textiles, particularly technical textiles.

This transformation began in the latter half of the 20<sup>th</sup> century when Finnish companies started integrating engineering, material science, and textile technology to create functional materials for industrial and technical use. Collaboration between research institutions such as VTT Technical Research Centre of Finland, universities (e.g., Aalto University, Tampere University), and private companies helped establish a strong innovation ecosystem.

### 3. THE MARKET SITUATION

#### 3.1 Finnish textile and clothing industry overview

According to the Finnish Textile & Fashion organization **textile industry's** products in Finland include, among other things, fabrics and knits, home textiles and carpets, nonwoven fabrics, industrial textiles, and tarpaulins. In addition, the textile industry involves textile dyeing, finishing, and embroidery. **The clothing industry's** products include women's, men's, and children's clothing, accessories, sportswear, as well as socks and underwear. In addition, the clothing industry includes workwear. Finnish Textile & Fashion is an organization with over 200 member companies in the textiles and apparel industry offering expert services, training, and events for the industry.

About 2,200 people work in the textile industry, and in addition, around 2,400 people work in the clothing sector. On top of this, there are many small entrepreneurs who do not appear in the official figures. The majority of companies in the industry are actually very small sole proprietorships, meaning that beyond the official employees, a significantly larger number of people are involved in the sector.<sup>6</sup>

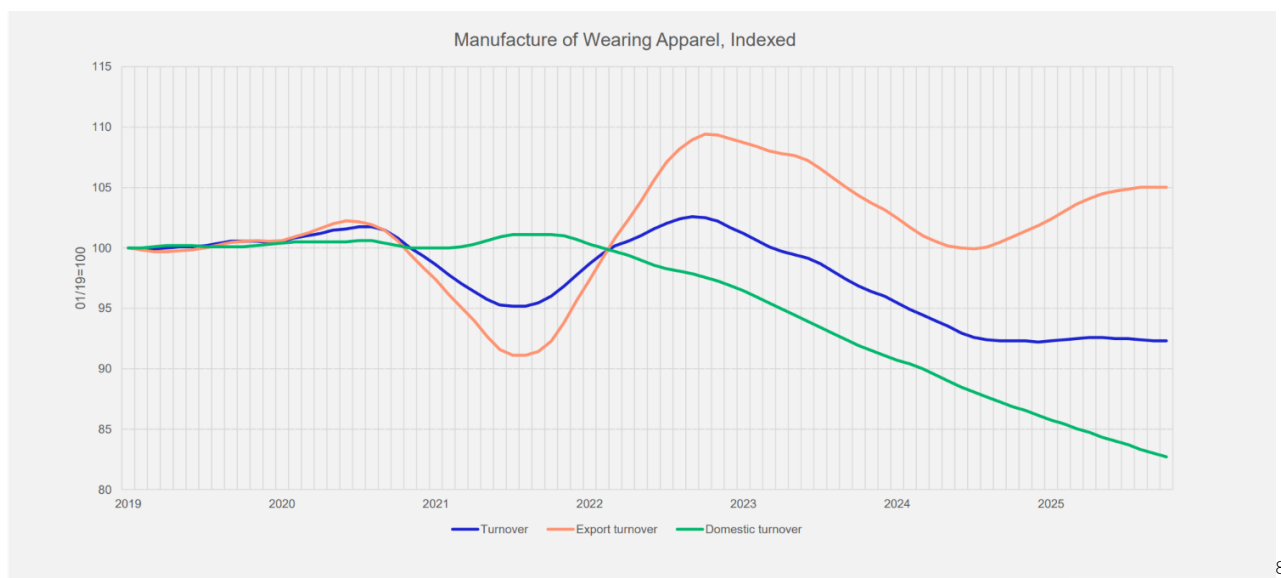
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<sup>6</sup> [Miten tekstiili- ja vaatealalla menee Suomessa? - Suomen Tekstiili & Muoti](#)



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Chart 1. Manufacture of textiles in Finland 2019-2025



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Chart 2. Manufacture of Wearing Apparel in Finland 2019-2025

Ville Salonen, Specialist, economic and statistics at the Finnish Textile & Fashion, states that the market situation is difficult for the whole industry in Finland.

“Consumer confidence has been improving, but it is still at a negative level. There has been little enthusiasm for spending, and savings rates are high. At the same

<sup>7</sup> [Miten tekstiili- ja vaatealalla menee Suomessa? - Suomen Tekstiili & Muoti](#)

<sup>8</sup> [Miten tekstiili- ja vaatealalla menee Suomessa? - Suomen Tekstiili & Muoti](#)



time, international competition has intensified, and ultra-fast fashion has become more common. For domestic industry players, local demand has been a major challenge, although export-oriented companies have fared better. In the textile sector, domestic demand has shown some signs of improvement, but exports have declined at the same time. No major turnaround is expected next year 2026, but there are already small glimpses of hope in terms of domestic demand, partly because the high savings rate has also led to record-high cash reserves.”

The COVID -19 pandemic hit hard the Finnish textile and clothing industry but also had some surprising effects.

“The textile industry has not had as difficult years as the clothing sector. In fact, the COVID-19 pandemic actually had a positive impact on the demand for textiles, and the textile sector was one of the few winners during the first years of the pandemic. Since then, growth first slowed down before ultimately turning into a decline in 2023. The textile industry also supplies a lot of goods to other industries, so consumer hardships do not affect it as much as clothing, but undoubtedly the difficult market situation and weakened demand are also reflected in the recent developments in the textile sector”, says Ville Salonen.

### 3.2 Characteristics of the Finnish consumer behaviour

In 2023, the average Finn spent 720 euros on clothing, 175 euros on shoes, and 94 euros on home textiles. Overall, Finns spent 4 billion euros on clothing in 2023, which is over 200 million less than before the COVID-19 pandemic, which particularly affected clothing consumption. In 2019, Finns spent a total of 4.2 billion euros on clothing.<sup>9</sup>

Finnish consumers are not heavy users of clothing and footwear. Finns spend money on many other consumer goods and supplies besides clothes and shoes, which only rank 11th on the list.<sup>10</sup> According to the Finnish Commerce Federation's study the Finnish consumer market for clothing has developed more slowly than that of other Nordic countries. Slow growth will continue in the coming years, as the ageing population, low economic growth and purchasing power limit development. On the other hand, the popularity of ultra-fast fashion is increasing in volumes in the consumer market.

For Finns, the most important criterion when buying clothing is comfort. Comfort influences their purchases significantly more than it does for Swedes, for example.

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<sup>9</sup> [Vaatteiden ja kodintekstiilien kuluttajamarkkina Suomessa ja Euroopassa - Suomen Tekstiili & Muoti](#)

<sup>10</sup> [Vaatteiden ja kodintekstiilien kuluttajamarkkina Suomessa ja Euroopassa - Suomen Tekstiili & Muoti](#)

At the same time, Finns are also more attentive to their own style than Swedes, Germans, and Britons.<sup>11</sup>

When shopping for clothes, Finnish people choose durable products more often than people in comparison countries and inspect the material of the product more intensively. On the other hand, Finnish people do not buy as much fast fashion as British or Swedish people, who also admit that they make unnecessary purchases that end up unused more often.

Among the best-selling market clothes, simple everyday wear stands out, such as T-shirts, tops, long-sleeved shirts, and sweaters. Black and various striped or floral patterns are preferred as colors. The best-selling women's clothing in the chains also includes dresses. Among the dresses sold in stores, there is one clear favorite: a long, tunic-style, loose T-shirt dress.<sup>12</sup>

## 4. BIGGEST BRANDS, MANUFACTURERS, TECHNICAL TEXTILES AND NEW FIBERS

### 4.1 Clothing brands and manufacturing

Large retail chains in Finland (Kesko, S Group, Stockmann) manufacture and import products themselves and distribute them to the domestic market as well as to the Baltic countries.

“The Finnish textile market is heavily import-oriented: domestic production is limited, and most textiles are imported from abroad, especially Asia (China, Bangladesh), with growing interest in Turkey as well. Many foreign manufacturers use Finnish importers and agents who handle distribution to Finnish customers. Imports are mainly carried out by sea through major ports (Helsinki, Turku), and distribution is managed via logistics centers”, says Saara Majuri, Chief Advisor, International business and funding at Finnish Textile & Fashion.

These companies mentioned below illustrate the structure of Finland's textile and clothing sector: some operate as global design brands, some manufacture materials, and some focus on domestic production. Many have extensive subcontracting chains that reach developing countries, especially Asia. This makes them key players when considering textile imports from developing countries to Finland and the

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<sup>11</sup> [Markettimuodin suosio näyttäisi toistaiseksi patoavan kiinalaisen ultrapikamuodin vyöryä | Kauppa](#)

<sup>12</sup> [Myydymmät markettivaatteet – näitä suomalaiset rakastavat | Anna.fi](#)

related responsibility requirements.

### 1. Marimekko

Marimekko was founded in 1951 and has become arguably the most iconic Finnish clothing (and design) brand, with colorful prints and bold designs. Besides clothing, the brand also produces accessories, bags and even home-textile items, helping it to reach a wide audience, both in Finland and internationally. Marimekko channel strategy relies on branded flagship stores and international exports and online retail.

**Revenue in 2024:** approx. €182.6 million.

**Production:** some in Finland (printing and sewing), but a significant portion abroad via subcontracting.

**Staff 2024:** approximately 700 <sup>13</sup>

### 2. Suominen Oyj

Suominen manufactures nonwovens as roll goods for wipes and other applications. Suominen creates value by taking fiber raw materials and turning them into nonwovens that customers convert into both consumer and professional end products.

**Production:** industrial materials in Europe and the Americas. Suominen's global manufacturing platform comprises seven production plants on three continents.

**Revenue in 2024:** approx. €462 million

**Staff** approximately 680<sup>14</sup>

### 3. L-Fashion Group

The group operates several sub-brands offering men's, women's and outdoor wear giving it broad coverage across segments (casual wear, sports/outdoor, everyday

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<sup>13</sup> [Marimekkos\\_year\\_2024.pdf](#)

<sup>14</sup> [suominen-corporation-financial-statement-release-2024.pdf](#)

clothing). Luhta is a sub-brand that is particularly known for designing and manufacturing sports and leisure clothing.

**Production:** For example Luhta brand production in China.<sup>15</sup> Supplier list can also be found <sup>16</sup>

**Revenue in 2024:** approx. €164 million

**Staff** approximately 1492<sup>17</sup>

#### 4. Finlayson Oy

Traditional Finnish home textile brand. Long history dating back to 1820 when Scottish James Finlayson establishes a small machine shop on the banks of the Tammerkoski in Tampere where carding and spinning machines are made for spinning wool and flax. In 2021, Finlayson & Co changed its name to Manna & Co, and also acquired Makia, Reino&Aino, and Vallila brands. In 2022, the company expanded its' portfolio with the Swedish company The Lexington Company.<sup>18</sup>

**Production:** Most of the Finlayson products are manufactured in Europe 32% and in Turkey 62% (2019 information).<sup>19</sup>

**Revenue 1/2025:** €26,2 million<sup>20</sup>

**Staff:** 70

#### 5. Nanso Group Oy

A Finnish clothing brand whose core is designing and selling sustainable clothing. Production is carried out with long-term partners mainly in Europe. The company was established in 1921. Nanso Group has manufactured clothing in Finland for decades and remains a significant player in underwear, loungewear and hosiery. These are segments that are staples for many consumers.

**Production:** mainly abroad, design and brand management in Finland.

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<sup>15</sup> [Tuotanto – Luhta Sportswear Company | Luhta.com](#)

<sup>16</sup> [Luhta | 2024 Vastuullisuuskatsauksen linkit | Supplier List 2024](#)

<sup>17</sup> [L-Fashion Group Oy - Taloustiedot | Suomen Asiakastieto Oy](#)

<sup>18</sup> [Meistä – Manna Group](#)

<sup>19</sup> [Missä Finlaysonin tuotteet valmistetaan? – Finlayson](#)

<sup>20</sup> [Finlayson Oy - yritystiedot, Y-tunnus ja päättäjät](#)

Revenue 2024: €26,7 million<sup>21</sup>

Staff: 156

## 6. R-Collection

R-Collection is a Finnish family-owned clothing company founded in 1978. R-Collection's factory and factory shop are located in Kajaani, Northern Finland. The company is known for the classic anorak that originated in the early 1980s.

**Production:** in Finland and Estonia.

Revenue 2024: €3,12 million

Staff: 25<sup>22</sup>

## 7. Joutsen Finland Oy

Well-known manufacturer of down products (jackets, duvets). Founded in 1936.

**Production:** in Finland and Estonia.

Revenue: €10,7 million

Staff: 39<sup>23</sup>

As a conclusion for companies planning co-operation with Finnish companies:

- **Scale matters:** Large revenue figures (hundreds of millions) show that to supply major retail chains, consistent volume, reliable logistics, and cost competitiveness (or niche premium positioning) is needed.
- **Diverse channels:** Producers should not rely solely on specialist fashion outlets; large hypermarkets, general goods chains, and online platforms are also major buyers/distributors of textiles.

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<sup>21</sup> [Nanso Group Oy - Taloustiedot | Suomen Asiakastieto Oy](#)

<sup>22</sup> [R-Collection - yritystiedot, taloustiedot | Finder](#)

<sup>23</sup> [Joutsen Finland Oy - Taloustiedot | Suomen Asiakastieto Oy](#)

- **Global sourcing is normal:** Many Finnish brands outsource production abroad; developing-country producers can leverage this by positioning as reliable sourcing partners for North-European chains.
- **Home textiles + apparel crossover:** Many retail chains handle both clothing and home and linen textiles (bed & bath, decoration), which means producers can diversify product lines and channels.
- **Growth of online sales:** Digital channels are increasingly relevant; producers in developing markets should consider export-oriented e-commerce, platform partnerships or supplying online specialist retailers.
- **Distribution logistics and retail partnerships:** Getting into large chains requires strong supply-chain logistics, quality assurance, and reliable delivery. These capabilities should be developed alongside production capacity.

## 4.2 The Finnish technical textile industry

Technical textiles are a significant growth area in the textile industry, where Finnish companies have very good chances of success. In the EU alone, technical textiles account for about 30 percent of all textile production, and their production value is over 20 billion euros.<sup>24</sup>

The Finnish technical textile market is relatively small in size but high in technological sophistication and export orientation. The industry benefits from Finland's strong reputation in clean technologies, circular economy and forest-based innovations.

Technical textiles are materials that have high technical as well as quality requirements, such as for example mechanical properties (strength, resistance to heat, weather, abrasion, electricity, etc.). Technical textiles are often designed with specific properties for a particular use, they may have functionality that is actively interacting with the environment, or they may have properties that enable use in extreme conditions. The properties, appearance, and uses of technical textiles are different from those of ordinary textiles. The products may also include complex technological solutions.<sup>25</sup>

Technical textiles include a wide range of different products. The application possibilities of technical textiles are extensive, and new solutions are constantly being

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<sup>24</sup> [Tuore selvitys: Suomalaisilla yrityksillä merkittäviä kasvumahdollisuuksia teknisten tekstiilien tuotekehityksessä ja viennissä - Suomen Tekstiili & Muoti](#)

<sup>25</sup> [Microsoft Word - Teknisten tekstiilien nykytila ja kasvu -selvitys 11102022.docx](#)

developed. Technical textiles can refer, for example, to a product such as a parachute or cleaning equipment, an aid in an industrial process such as paper manufacturing or filtration in the mining industry, or a component of another product such as fiberglass in composite boats or insulation fabrics in furniture. Many technical textiles are disposable.

Technical textiles are materials designed primarily for their technical performance rather than aesthetic or decorative purposes. These include textiles used in sectors such as:

- Healthcare (medical fabrics, wound care)
- Construction (geotextiles, insulation materials)
- Automotive and transportation (seat fabrics, filters, airbags)
- Protective clothing (fire-resistant, weatherproof, or ballistic materials)
- Environmental applications (water filtration, renewable energy systems)

Finland has a significant production of technical textiles, particularly in the field of advanced materials. The majority of Finland's textile exports are technical textiles; in 2020, technical textiles accounted for about 78 percent. Technical textiles are mainly exported to Germany, the United States, and Poland. The share of technical textiles in textiles imported into Finland is significantly smaller than the export share, being about 19 percent in 2020.

Small and medium-sized enterprises are vital in the field of technical and industrial textiles. The technical textiles sector is diverse, as textiles are used for very different purposes in the corresponding products. This diversity provides smaller companies with opportunities to specialize in certain applications and markets. The technical textiles market is fragmented, and the sector has many SMEs that specialize in a particular area.<sup>26</sup>

Finnish expertise particularly lies in smart textiles, bio-based fibers, and sustainable material innovations. Several Finnish companies are recognized globally for their advanced technical textile products:

- **Ahlstrom-Munksjö** – Ahlstrom is a global company specialized in fiber-based specialty materials. It has 38 plants in 13 countries and 2024 6,800 employees.<sup>27</sup>
- **Outlast Technologies** – Focused on temperature-regulating materials used in outdoor clothing and bedding.

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<sup>26</sup> [Microsoft Word - Teknisten tekstiilien nykytila ja kasvu -selvitys 11102022.docx](#)

<sup>27</sup> [Microsoft Word - Teknisten tekstiilien nykytila ja kasvu -selvitys 11102022.docx](#)

<sup>27</sup> <https://www.ahlstrom.com/>

- **Fiberwood** – Develops biodegradable and recyclable fiber materials for insulation and packaging.
- **Spinnova** – Known for its revolutionary wood-based textile fiber technology that requires minimal water and chemicals.
- **Suominen Corporation** – Produces nonwovens for wipes, hygiene, and medical applications.<sup>28</sup>
- **Lantmännen Unibake and Lindström Group** – Incorporate textile service innovations and circular textile systems.

These companies represent the shift from traditional manufacturing to sustainable, high-performance textile engineering.

Key export markets include the Nordic countries, Central Europe, and Asia, with growing interest from environmental and healthcare sectors. The Finnish government and EU programs, such as Business Finland's Bio and Circular Finland Program and Horizon Europe projects, provide substantial support for R&D and internationalization.<sup>29</sup>

The future of Finland's technical textile sector is highly promising, driven by global trends such as sustainability, digitalization, and the demand for advanced materials.

#### Major future directions include:

- Bio-based and recyclable fibers (wood-based cellulose fibers like Spinnova's technology)
- Smart and functional textiles integrating sensors, conductivity, and adaptive materials
- Circular textile ecosystems, emphasizing repair, reuse, and fiber-to-fiber recycling
- Cross-sector innovation with healthcare, construction, and energy industries

With strong research capabilities, sustainable raw materials, and digital expertise, Finland is well-positioned to be a global innovation hub for next-generation technical textiles.

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<sup>28</sup> <https://www.stjm.fi/tekstiili-ja-muotiala-suomessa/yritykset/>

<sup>29</sup> [The Bio and Circular Finland program aims to create a new billion-dollar bio and circular economy business - Uusiouutiset](#)



### 4.3 Textile fibers development

As a result of successful research and development, new ecological textile fibers have been developed in Finland, which can be made from cellulose-rich bio-based and recycled raw materials. Beloved clothes that have reached the end of their life, wood, agricultural by-products, wheat and rice straw, all of this is a valuable raw material when Finnish companies develop solutions to the biggest problems of the global textile industry. Finland is home to cutting-edge innovations in textile technology, including bio-based fibers and smart fabrics. Companies like Spinnova are revolutionizing the industry with sustainable, high-performance materials derived from wood pulp.

The textile industry is at a significant turning point states for example The Technical Research Centre of Finland, VTT. New ecological textile fibers are entering the market, and digitalization is promoting the global reorganization of production. Finland has all the conditions to seize the opportunities created by this transformation and to attract investments worth over a billion euros.

Finland is at the forefront of developing new textile fibers made from cellulose for several reasons. First, Finland has a strong forest industry tradition and solid expertise in cellulose processing. This gives Finnish companies a unique advantage in developing new textile fibers and utilizing local expertise. Secondly, Finland invests heavily in research and innovation, which attracts top experts to the field and promotes the development of new technology.<sup>30</sup>

The ongoing industrial transformation enables the creation of new businesses and jobs in Finland. Finland's strength in production is related to a sustainable raw material base, expertise, and innovation platforms. Finland is world-leading in the knowledge of bio-based raw materials and smart technologies.

#### Spinnova

Raw material: SPINNOVA® fiber is produced by mechanically refining pulp into micro fibrillated cellulose (MFC). Spinnova uses FSC-certified cultivated eucalyptus as the raw material for its fiber, but other sources are also suitable, such as cellulose-containing textile waste or agricultural waste like wheat or barley straw. This method can also be used to produce fiber from leather waste.

The water consumption in the production of SPINNOVA® fiber is 99.5 per cent

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<sup>30</sup> [Tekstiiliteollisuus Suomessa, murros ja vastuullisuus](#)

lower, and carbon dioxide emissions are 74 per cent lower than in traditional cotton production.

### **Infinna**

Raw material: Using the cellulose carbamate method developed by Infinited Fiber Company, it is possible to produce entirely new textile fibers from textile waste. Infinna™ fiber can also use other cellulose-containing waste streams as raw materials, such as recycled cardboard and paper, as well as agricultural by-products like wheat straw.

### **Ioncell**

Raw material: With the patented Ioncell® method developed at Aalto University, high-quality textile fiber can be produced from wood, recycled paper and cardboard, and textile waste. The recycling of hemp knit into new fibers has also been studied.

### **Kuura**

Raw material: The raw material for Kuura® textile fiber is unsorted paper pulp made from Finnish conifer wood, produced by Metsä Fibre, part of Metsä Group.

### **Biocelsol**

Raw material: Biocelsol fiber has been mainly produced from wood-derived dissolving pulp, but paper pulp and cellulose separated from textile waste have also been used as raw materials. Biocelsol method has been studied in Aalto University and VTT Bioruukki laboratory.<sup>31</sup>

### **Norratex**

Raw material: Nordic Bioproducts Group (NBG) is a spin-off company from Aalto University that has developed a method to produce a new type of modified cellulose fibers. In 2022, the company launched the wood-based Norratex™ fiber, which is produced without the use of sulfur in the viscose process or other harmful chemicals. In addition to Norratex™ fiber, the company is currently focusing on recycling agro-materials and cotton-polyester textile waste into new textile fibers as well as other high-value-added products.

### **Bio2Textile**

Raw material: The raw material of Fortum's Bio2™Textile fiber is cellulose fractionated from straw, which is developed into textile fiber using the fiber technology of a selected partner.<sup>32</sup>

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<sup>31</sup> [Tekstiiliteollisuutta uudistaville kuituteknologioille | VTT](#)

<sup>32</sup> [STJM\\_Ekologiset\\_tekstiilikuidut\\_Suomesta\\_2023\\_FIN.pdf](#)

## 5. DISTRIBUTION: MAJOR RETAIL CHANNELS IN FINLAND

### 5.1 Prismas and Citymarkets are two giants of the Finnish grocery retail market

Finns purchase their clothing from a wide range of sources, combining both traditional and modern shopping habits. Large domestic retail chains such as **Prisma**, **K-Citymarket**, and **Tokmanni** are common choices for everyday apparel, offering affordable and practical options for all age groups.

According to the study of Finnish Commerce Federation supermarkets are the most popular places to purchase clothing among Finnish people, and their importance has grown over the past three and five years. The sporting goods trade also has a strong position as a provider of clothing and footwear, but the use of sporting goods stores as places to buy clothing has not increased since 2021.<sup>33</sup>

When comparing Citymarket and Prisma market shares, Prisma is a winner. The average sales of Prismas were 56.8 million euros and those of Citymarkets 33.1 million euros (2023). Prismas thus have significantly higher average sales. Higher sales also mean more customer visits to the store. Prismas dominate the customer and cash flows of hypermarket chains.<sup>34</sup>

For many retail chains, sales cover food, groceries, as well as clothing and other goods and sales are not publicly broken down in a way that shows only the value of clothing sales.

Public statistics often report total consumption on clothing and footwear (for the whole country), but they do not break down that consumption by chain. For example, the estimated amount Finns spend on clothing and footwear is several billion euros per year.<sup>35</sup>

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<sup>33</sup> [Marketmuodin suosio näyttäisi toistaiseksi patoavan kiinalaisen ultrapikamuodin vyöryä | Kauppa](#)

<sup>34</sup> [Ruokakaupan keskittyminen on asiakkaan etu! :: Kaupan huiput](#)

<sup>35</sup> [Apparel market in Finland - statistics & facts | Statista](#)

## Some of the biggest channels <sup>36</sup>

Retailer	Description	Number of stores 2023
Prisma (S group)	One of the most common places where Finns purchase clothing.	78
K-Citymarket (Kesko)	Major hypermarket chain also selling apparel.	81
Tokmanni	Large discount retailer with significant clothing sales.	205 (2025)
Lindex / Stockmann	The selection includes a variety of different concepts, such as women's and children's clothing, underwear, and cosmetics.	Lindex: 440 stores in 17 European countries Stockmann: 5

### S Group (including chains such as Prisma) <https://s-ryhma.fi/en>

S Group is a customer-owned Finnish network of companies in the retail and service sectors, with approximately 2,000 outlets in Finland and in Estonia. It offers services in grocery and non-food retail, specialty retail, fuels retail and service stations, as well as travel industry and hospitality business. S Group's Prisma hypermarkets provides customers with daily food. The selection also covers family and home supplies like cloths, footwear and home textiles.

### Kesko Corporation / K-Citymarket <https://www.kesko.fi/en/>

Kesko Oyj is one of the largest and most well-known retail companies in Finland. It operates in three main business areas: grocery retail, building and technical trade, and car trade. Kesko is known for its brands, such as K-Citymarket, K-Supermarket, and K-Rauta.

K-Citymarket stores include broad assortments: groceries, consumer goods, clothing and home products.

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<sup>36</sup> [Paivittaistavarakaupan-tilastot 2024.pdf](#)

Tokmanni Group Oyj <https://tokmannigroup.com/en/>

Tokmanni is more of a discount and variety retail chain (non-specialist) and reaches broad consumer segments. Discount generalist chains can provide important volume outlets for home textiles and more affordable apparel.

Stockmann plc <https://www.lindexgroup.com/en/>

Stockmann is a department store chain of the Lindex Group and the company's former business name. In 2025, a total of five Stockmann department stores operated in Finland.

Stockmann is Finland's historic department store chain (founded 1862) offering fashion, home furnishings, cosmetics, etc. According to the home textile study, Stockmann is among the retail chains for home textiles, particularly in the middle- to higher-end segment.

Retail chains such as S-Group and Kesko primarily sell their own clothing and textile brands, whose design, assortment decisions, and pricing are made in Finland, but the actual manufacturing takes place abroad in contract manufacturers' factories. Production is particularly concentrated in Asia and partly in Turkey, where labor costs are lower. The chains usually do not own the factories themselves but tender manufacturers and direct production through their own purchasing companies. Both companies require their suppliers to comply with ethical guidelines (Code of Conduct) and conduct audits at the factories, but supply chains still face challenges, such as low wage levels and long working hours, which independent organizations have reported (S-Group; Kesko; Finnwatch; ILO).<sup>37</sup>

For example, the main sourcing areas of the S Group are China, Bangladesh, Pakistan, India, and Turkey. Factory visits are often made in connection with sourcing trips. In spring 2023, for instance S Group members visited Bangladesh and Turkey to get acquainted with the products, the workers, and the environments.<sup>38</sup>

In the retail industry, sustainable development means the supply chain extends from the manufacturer all the way to the purchaser of the final product. The procurement department can significantly influence sustainability in the retail sector.<sup>39</sup>

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<sup>37</sup> [k-code-of-conduct-personnel-fi---2024-02-29.pdf](#)

<sup>38</sup> [Miten omien vaatemerkkien vastuullisesta hankinnasta huolehditaan? - S-ryhmä](#)

<sup>39</sup> [Kandityö kestävä kehitys tilinpäätöksessä](#)

## 5.2 Online / e-commerce & international fast-fashion import channels

Besides supermarkets online shopping is more popular than ever in Finland, and that includes buying clothes. Online shopping has become a part of everyday life: up to 90% of Finns have made online purchases in the past month. Clothing and shoes are the most popular online shopping items.<sup>40</sup>

The positive attitude towards online shopping reflects in the [forecast online fashion market revenue](#) in Finland, which is expected to constantly grow in the upcoming years. In 2024, the [leading online fashion shopping app](#) in Finland was Vinted, having reached nearly 705,000 downloads across the country. The multinational clothing company Zalando ranked second regarding downloads.<sup>41</sup> Finnish people make 29 per cent of their clothing purchases online. Zalando is the most used online clothing store in Finland, and the online stores of supermarkets and sporting goods stores are also highly popular. Temu.com has already made it to the top 10 and Shein.com to the top 20 most used online retailers of clothing.<sup>42</sup>

“For women over the age of 55, temu.com is the second most popular online clothing store, and for men over the age of 55, it is the most popular online clothing store,” says Jaana Kurjenoja, Chief Economist at the Finnish Commerce Federation.

Kurjenoja points out that for the entire Finnish fashion industry, the internationalization of companies is essential for the future of the industry, as the greatest growth will happen outside of the country's borders.<sup>43</sup>

International clothing chains also play a major role in Finland's fashion market. Stores such as H&M, Zara, Lindex, and Uniqlo (available only online in Finland) are widely used, especially in urban areas and shopping centers.

With the shift towards online shopping, Finnish brands are increasingly focusing on digital-first strategies, leveraging e-commerce and social media to reach both domestic and international markets. Brands like Nanso have successfully adopted DTC (direct to consumer) models, enhancing their global presence.<sup>44</sup>

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<sup>40</sup> <https://muotijaurheilukauppa.fi/2024/10/10/suomalaisten-asenteet-muodin-kuluttamiseen-hinta-korostuu-entisestaan-vastuullisuus-ei/>

<sup>41</sup> [Apparel market in Finland - statistics & facts | Statista](#)

<sup>42</sup> [The popularity of supermarket fashion seems to be slowing down the emergence of Chinese ultra-fast fashion for now | Kauppa](#)

<sup>43</sup> [The popularity of supermarket fashion seems to be slowing down the emergence of Chinese ultra-fast fashion for now | Kauppa](#)

<sup>44</sup> <https://woveninsights.ai/site-blog/overview-of-the-finnish-fashion-industry/>

## 6. TRENDS, RESEARCH AND SUSTAINABILITY

### 6.1 Industry trends and research

Consulting firm McKinsey and fashion media Business of Fashion have been publishing the State of Fashion report since 2017, which is generally regarded as an accurate analysis of the past and a predictive insight into the future of the fashion industry. In addition to consumers, the report interviewed nearly 500 executives from fashion industry companies around the world. The most commonly mentioned word was uncertainty, states the summary of the CEO interviews conducted by Business of Fashion and McKinsey.

Creative Finland has analysed the global trends of the 2024 report regarding Finnish fashion and textile industry. Creative Finland is a media, network, and information channel for the Finnish creative economy. In Finnish environment themes related to uncertainty are clear; for example there is a lot of talk about the weakening of consumer purchasing power.

Creative Finland points out that the EU is preparing up to 16 significant legislative changes for the clothing and textile sector. The first of these are already in effect. As the entire value chain begins to be monitored more closely, abuses will become more difficult.

Under the change in consumer behaviour, the report predicts the continuation of the outdoor boom. The pandemic took Finns outdoors and led them to buy hiking clothes, and the trend continues. This is reflected both in the continued popularity of outdoor activities and in the strengthening of the gorpcore trend, wearing outdoor clothing in urban environments.

Big trends mentioned in the report are also climate crisis, fast fashion and use of artificial intelligence. <sup>45</sup>

Circular economy and sustainability topics are widely studied in Finland. As part of the publicly funded Telavalue project by Business Finland, a study was conducted in 2023 on the potential economic impacts for a company if a hypothetical Finnish textile industry company were to transform its existing global linear value chain into a circular economy-based value chain in Europe.

The study also noted that a responsible textile industry is still developing in Europe, and it is estimated that it will take another 5–10 years before the effects of a responsible textile industry are actually seen. Finland has excellent opportunities to

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<sup>45</sup> [Muotiteollisuuden trendit vuonna 2024 ja niiden merkitys suomalaisyrityksille | Creative Finland](#)

influence the formation of a responsible textile industry in Europe, particularly due to the recyclable fiber innovations developed in Finland.<sup>46</sup>

## 6.2 Sustainability and regulations

The Finnish textile and fashion industry has been working on sustainability issues for a long time, and Finland has conducted internationally high-quality research and development, for example, related to the circular economy of textiles. Among the companies in the industry, there are numerous pioneers whose solutions and practices promote a more ethical and sustainable future for the textile and fashion sector.<sup>47</sup>

Helsinki Fashion Week has positioned itself as the world's first sustainable fashion week, further emphasizing Finland's leadership in this space.

Saara Majuri, Chief Advisor, International business and funding at Finnish Textile & Fashion emphasizes EU regulation as the framework for sustainable business. EU and consequently Finland regulation is tightening including:

- EcoDesign Regulation (ESPR) and Digital Product Passport (DPP): requirements for product traceability and transparency.
- Extended Producer Responsibility (EPR): manufacturers and importers are responsible for the costs of textile waste management (collection, sorting, recycling).
- Circular Economy and Waste Directive: aims to extend product lifespan and limit fast fashion.

“Finnish consumers value transparency, sustainability, and domestic production. Greenwashing causes distrust, so certifications and clear communication are important. However, economic uncertainty and declining purchasing power have increased the importance of price in purchasing decisions. Price is still the most important factor when buying clothes and shoes, often at the expense of responsibility. At the same time, second-hand trade has grown, and buying used clothes has become more common, especially among young women”, Saara Majuri explains the Finnish consumer behaviour and sustainability.

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<sup>46</sup> [Vastuullisessa tekstiiliteollisuudessa pitäisi muistaa myös taloudellinen vastuu | Telaketju](#)

<sup>47</sup> [Vastuullisuus - Suomen Tekstiili & Muoti](#)



According to surveys, nearly 60% of companies in the sector focus on extending product lifecycles and the circular economy.<sup>48</sup>

### 6.3 Textile product safety and requirements

Matters related to textile materials and standards are at the core of the expertise of the Finnish Textile & Fashion Association. Standards can be used to ensure product safety, define product quality, and promote product development and compatibility. In the textile industry, standards regulate, for example, the safety of children's clothing. Standards also enable the comparison of the properties of competing products.

Chemicals required for textile production are used in the production of raw materials and fibers, in the pre-treatment of materials, in dyeing and printing, as well as in finishing to impart desired properties to products or to remove unwanted properties. Textiles and clothing must be safe for users and the environment, and chemical management is important throughout the product's entire lifecycle.

Legal requirements for textile industry regarding linens can also be found in the previous report published by Finnpartnership.<sup>49</sup>

Johanna Rämö, CEO of Foxa Oy, emphasizes the importance of responsibility in international trade. Foxa Oy is a Finnish textile company and has cooperation with textile and garment companies in over 15 countries. Foxa Oy develops and procures workwear, military, and outdoor clothing fabrics.

The textile industry is a sector where people are an important factor. For this reason, demonstrating responsibility is crucial.

"Public procurement is a major buyer in the textile industry. For example, work and official uniforms for the public sector are used for a long time and are maintained. Customers demand good materials and quality. In such cases, the entire production chain must be in order," says Johanna Rämö.

Matters related to responsibility and certifications must be understood in the same way.

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<sup>48</sup> [STJM:n suhdannekysely: Yritysten suurin kasvun este kotimainen kysyntä - samaan aikaan ultrapikamuoti-ilmio kasvaa - Suomen Tekstiili & Muoti](#)

<sup>49</sup> [Bed-Bath-Linen-and-Decoration-Textiles-in-Finland-2018-report.pdf](#)

"When it comes to workwear, certifications and regulations are essential. How the clothes should look and how they should function is dependent, first and foremost, on the quality of materials used. Workwear is different from fast fashion. We ensure material quality under our own textile laboratory conditions, and industry standards are very important," says Johanna Rämö.

As an example, the Finnish clothing and sports textile company Luhta has been forward-thinking, as it began preparing for massive regulatory changes. Recently, Luhta received the prestigious ESG Transparency Award for its transparent sustainability work and its 2024 sustainability reporting.

## 6.4 Recycling, second hand and textile waste

A sustainable and accountable textile ecosystem is based on circular economy. This supports the Finnish aim of becoming a carbon neutral circular society by 2035. In Finland, about 13 kilograms of textiles per person are disposed of annually. The condition of the product and its intended use determine the most suitable collection point for each item. There are several operators that accept old clothes and home textiles, and their operating principles vary. Finns are guided to sort clothes based on whether they are in good condition, broken or dirty. From an environmental perspective, it is important that even if a textile product is no longer suitable for its original purpose, the material remains in circulation.<sup>50</sup>

Finland is the world's leading country in buying used goods, and the consumer market for circular trade is already almost 1.4 billion euros.<sup>51</sup> In recent years about 60 per cent of Finns reported buying second-hand products.<sup>52</sup>

The second-hand sector plays several roles: it supports sustainable consumption by extending product lifetimes and reducing the need for new production; it offers alternative retail models; and it gives social value through charity stores and reuse centres.

Second-hand trade has long roots in Finland. The reuse mentality and thrift culture are embedded in Finnish consumer behavior and retail systems. For example, charity stores have been operating for decades: Fida Secondhand Shops (established in 1979) is among the largest chains of charity second-hand stores in Finland.

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<sup>50</sup> [Mitä teemme - Suomen Tekstiilikiertämys](#)

<sup>51</sup> [Kiertokauppa kasvaa, mutta näkykö second hand -ostaminen joulusesongissa? | Kauppa](#)

<sup>52</sup> [Finland is one of the world's leading second-hand markets | Kauppa](#)

In addition, flea-markets, vintage boutiques and reuse centres (e.g., Kierrätyskeskus) have been prominent, offering furniture, clothes and other items for resale and reuse.

With digitalization, peer-to-peer online platforms have also grown strongly. Within that, about 60 per cent is from consumer-to-consumer (C2C) online transactions. The clothing and fashion segment is now the largest product category in Finland's second-hand C2C market, having grown significantly.<sup>53</sup>

Looking ahead, the second-hand market in Finland is poised for further expansion and deeper integration into retail and circular-economy strategies. Key drivers include:

- The rise of online and app-based platforms making peer-to-peer resales more convenient.
- Increased interest among consumers in sustainability, reuse and reducing waste, particularly in the fashion sector.
- The entry of second-hand formats into mainstream retail channels (for example, second-hand clothing chains opening in department stores) which indicates shifting consumer expectations. Relove second hand store has been operating as a part of Stockmann department store since 2021 bringing recycling and second hand a part of the department store and its famous brands.<sup>54</sup>

### Example of recycling and second hand in Finland UFF

U-landshjälp från Folk till Folk i Finland sr (UFF) is a Finnish, politically and religiously unaffiliated public-benefit foundation whose purpose is climate action as well as supporting development cooperation and, through that, improving living conditions in developing countries. UFF collects usable clothes, shoes, and household textiles. In 2023, UFF collected about 12 million kilograms of clothing donated by Finns. Of the amount collected, 80 per cent was reused through wholesale, and 11 per cent of the clothes were sold in UFF's own shops. 6 per cent of the collected items were directed to material reuse, such as rags for the construction industry, and 2 per cent were donated as charitable gifts.<sup>55</sup>

The foundation's aid activities are based on the sale of used clothing. The donated clothes are sold by the foundation both retail and wholesale. The proceeds from

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<sup>53</sup> [Finland is one of the world's leading second-hand markets | Kauppa](#)

<sup>54</sup> <https://www.is.fi/menaiset/tyyli/art-2000007>

<sup>55</sup> [In English - UFF](#)

these sales are used to finance the clothing collection service in Finland and to fund development cooperation projects in southern Africa and Asia.

UFF's development cooperation focuses primarily on education, sustainable environmental development, and improving the livelihoods of disadvantaged people. Education is an effective way to reduce poverty and inequality.

## 7. EXPORTING TO FINLAND

Understanding the import process is crucial for a company to bring products into Finland legally, safely, and responsibly. The European Union (EU) is an economic and political union consisting of 27 European member states. Finland became part of the EU in 1995.

Importing from developing countries requires consideration of customs and taxation practices, as well as product safety, chemical restrictions, and responsibility. Customs procedures in Finland includes that goods from outside the EU must be cleared through Finnish Customs and a customs declaration is required. The company must declare the customs code (TARIC code), which defines the applicable customs duties and any restrictions. Check also for import bans, licenses, and product-specific rules.<sup>56</sup>

Also important is to determine the customs code, i.e., EORI. An EORI number is mandatory for customs procedures in the EU. The customs code indicates what fees must be paid for the goods, whether there are import restrictions, and whether you need permits for import. This is required for all import declarations from outside the EU.<sup>57</sup>

### Prepare for:

- Obtain an EORI number (required for all imports from outside the EU).
- Determine TARIC code and customs duties (Tulli.fi / Access2Markets).
- Check for possible restrictions and requirements.

European organizations are members of EURATEX (The European Apparel and Textile Confederation), ETP (The European Technology Platform for the Future of Textiles and Clothing), and NFA (The Nordic Fashion Association).

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<sup>56</sup> [Starting to import and restrictions - Internationalisation - Suomi.fi](#)

<sup>57</sup> [Access2Markets Welcome home page](#)

### Product Safety and Labeling Requirements:

- The textile fiber names and labelling regulation, known as Regulation (EU) No 1007/2011, focuses on textile fibre names and related labelling and marking of the fibre composition of textile products.<sup>58</sup>
- REACH Regulation restricts harmful chemicals.<sup>59</sup>
- CE marking only for specific products (e.g., protective clothing).<sup>60</sup>
- Children's clothing: safety standards (EN 14682)

### Responsibility and Due Diligence:<sup>61</sup>

- Clarify supply chain from raw materials to factory.
- Follow OECD and EU responsibility guidelines.
- Ensure no child or forced labor is used in production.
- Certificates: OEKO-TEX, GOTS, BSCI, Fair Wear Foundation.
- EU CSDDD directive expands corporate responsibility<sup>62</sup>

European Union (EU) GSP (Generalised System of Preferences) is a system of tariff preferences granted unilaterally by the European Union to products originating in developing countries. Duty is reduced or even zero. The least developed countries enjoy duty-free access for virtually all their exports.

### Operating with EU GSP includes:<sup>63</sup>

- Check requirements and customs codes.
- Obtain the necessary documents.
- Declare goods properly and pay taxes.
- Test and label products correctly.
- Take care of responsibility.
- Keep documents for at least 10 years.

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<sup>58</sup> [Regulation - 1007/2011 - EN - EUR-Lex](#)

<sup>59</sup> [From now on, provide a TARIC code in the customs declaration for products subject to REACH import control - Finnish Customs](#)

<sup>60</sup> Goods must comply with EU standards.

<sup>61</sup> [Corporate sustainability due diligence - European Commission](#)

<sup>62</sup> [Businesses - Finnish Customs](#)

<sup>63</sup> [Handbook on Duty-Free and Quota-Free Market Access and Rules of Origin for LDCs \[Part II: Other Developed Countries and Developing Countries\]](#)

## 8. UNDERSTANDING OF FINNISH BUSINESS CULTURE

Culture plays a tremendous role when doing business and trading between people from different countries and cultures. Communication, negotiating matters, and the smoothness of a project are all easier when the parties understand the starting points from which their business partner operates, what motivates them, and how they understand things.

Doing business with Finns is generally straightforward, efficient, and rooted in clarity. Finnish business culture values direct communication. People say what they mean, without unnecessary small talk or ambiguity. Meetings tend to be well-structured and focused on facts rather than emotional persuasion. Decisions are usually based on careful analysis, and Finns appreciate when partners come prepared with data, clear proposals, and realistic expectations.<sup>64</sup>

Finnish professionals are also known for punctuality and reliability. Arriving late to a meeting or missing a deadline is seen as disrespectful, so keeping promises is essential. Trust plays a major role in Finnish business relationships, and once trust is built, it is long-lasting. However, gaining this trust may take time, as Finns tend to separate professional and personal life and prefer to establish credibility through consistent, honest behavior rather than socializing.

As business partners, Finns are highly loyal, pragmatic, and fair. They value equality in negotiations and expect all parties to be treated with respect. Hierarchies are relatively flat, and decisions may involve broad internal consultation, even though communication remains modest and calm. Overall, doing business in Finland means interacting with partners who are sincere, professional, and committed to long-term cooperation.

Finnish culture is very direct and straightforward. Companies have usually a low hierarchy, and experts are free to share their opinions even with top management. This is acceptable and even encouraged. Equality between men and women has long-standing traditions. Finland's foundation for equality began in 1906, when the country became the first in the world to grant women full political rights, including both the right to vote and the right to stand for election. Today, Finland's model demonstrates how coordinated legislation, social services, and institutional oversight can significantly improve working conditions for women. For textile-producing nations seeking to strengthen women's economic participation, Finland provides evidence that long-term investments in education, labor rights, and social welfare systems can significantly narrow gender gaps.

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<sup>64</sup> [Suomalainen työelämä](#)

Johanna Rämö, CEO of Foxa Oy, emphasizes the importance of communication in international trade. When a Finnish company like Foxa Oy manufactures clothing abroad, a lot of communication and mutual understanding is required. Matters related to responsibility and certifications must also be understood in the same way.

According to Rämö's experience, due to cultural differences, people can easily talk past each other. Finns value honesty. From the start of a project, cultural differences must be considered, especially if challenges arise along the way.

Finnish celebrations and traditions are an important part of Finnish culture. Many traditional festivals are celebrated in Finland, such as Midsummer, Christmas, and May Day. These celebrations often involve traditional foods, games, and customs, which are an important part of Finnish identity.

In summary, Finnish culture is diverse and rich, reflecting Finland's unique history and natural conditions. Finns are proud of their culture and traditions and wish to preserve them for future generations. Finland and Finnishness are known worldwide for many different reasons.<sup>65</sup>

## 9. OTHER USEFUL RESOURCES AND ABBREVIATIONS

EU countries | European Union, [https://european-union.europa.eu/principles-countries-history/eu-countries\\_en](https://european-union.europa.eu/principles-countries-history/eu-countries_en)

Finland customs, <https://tulli.fi/en/businesses>

The European Union's Rules of Origin for the Generalised System of Preferences, [https://taxation-customs.ec.europa.eu/document/download/7b8fd818-ecba-479c-8fa3-6ff828d99955\\_enr\\_Guidance\\_Document](https://taxation-customs.ec.europa.eu/document/download/7b8fd818-ecba-479c-8fa3-6ff828d99955_enr_Guidance_Document)

EU Customs Tariff (TARIC) - Taxation and Customs Union - a multilingual database integrating all measures relating to EU customs tariff, commercial and agricultural legislation, [https://taxation-customs.ec.europa.eu/customs/calculation-customs-duties/customs-tariff/eu-customs-tariff-taric\\_en](https://taxation-customs.ec.europa.eu/customs/calculation-customs-duties/customs-tariff/eu-customs-tariff-taric_en)

European Commission Access2Markets: <https://trade.ec.europa.eu/access-to-markets/en/home>

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<sup>65</sup> [Suomalainen kulttuuri ja sen ainutlaatuiset piirteet - Loukko](#)

[EU Regulation on Textile Fibre Names and Labelling | EU Textiles Ecosystem Platform](https://transition-pathways.europa.eu/textiles/legislative-developments/eu-regulation-textile-fibre-names-and-labelling#:~:text=The%20textile%20fibre%20names%20and%20labelling%20regulation%2C%20known,marking%20of%20the%20fibre%20composition%20of%20textile%20products.) EU Textile Regulation (1007/2011): [EU https://transition-pathways.europa.eu/textiles/legislative-developments/eu-regulation-textile-fibre-names-and-labelling#:~:text=The%20textile%20fibre%20names%20and%20labelling%20regulation%2C%20known,marking%20of%20the%20fibre%20composition%20of%20textile%20products.](https://transition-pathways.europa.eu/textiles/legislative-developments/eu-regulation-textile-fibre-names-and-labelling#:~:text=The%20textile%20fibre%20names%20and%20labelling%20regulation%2C%20known,marking%20of%20the%20fibre%20composition%20of%20textile%20products.) Regulation on Textile Fibre Names and Labelling | EU Textiles Ecosystem Platform

[OECD Due Diligence Guidance for Responsible Supply Chains in the Garment and Footwear Sector | OECD](https://www.oecd.org/en/publications/oecd-due-diligence-guidance-for-responsible-supply-chains-in-the-garment-and-footwear-sector_9789264290587-en), [https://www.oecd.org/en/publications/oecd-due-diligence-guidance-for-responsible-supply-chains-in-the-garment-and-footwear-sector\\_9789264290587-en](https://www.oecd.org/en/publications/oecd-due-diligence-guidance-for-responsible-supply-chains-in-the-garment-and-footwear-sector_9789264290587-en)

[Corporate sustainability due diligence - European Commission](https://commission.europa.eu/business-economy-euro/doing-business-eu/sustainability-due-diligence-responsible-business/corporate-sustainability-due-diligence_en#:~:text=On%2025%20July%202024%2C%20the%20Directive%20on%20corporate,companies%E2%80%99%20operations%20and%20across%20their%20global%20value%20chains), [https://commission.europa.eu/business-economy-euro/doing-business-eu/sustainability-due-diligence-responsible-business/corporate-sustainability-due-diligence\\_en#:~:text=On%2025%20July%202024%2C%20the%20Directive%20on%20corporate,companies%E2%80%99%20operations%20and%20across%20their%20global%20value%20chains](https://commission.europa.eu/business-economy-euro/doing-business-eu/sustainability-due-diligence-responsible-business/corporate-sustainability-due-diligence_en#:~:text=On%2025%20July%202024%2C%20the%20Directive%20on%20corporate,companies%E2%80%99%20operations%20and%20across%20their%20global%20value%20chains)

[Understanding REACH - ECHA](https://echa.europa.eu/regulations/reach/understanding-reachnding), REACH is a regulation of the European Union, adopted to improve the protection of human health and the environment from the risks that can be posed by chemicals, while enhancing the competitiveness of the EU chemicals industry. <https://echa.europa.eu/regulations/reach/understanding-reachnding>

EORI NUMBER REGISTRATION SERVICE <https://tulli.fi/en/businesses/services-for-businesses/e-services/eori>

[Finland is one of the world's leading second-hand markets | Kauppa](https://kauppa.fi/en/uutishuone/2023/09/21/finland-is-one-of-the-worlds-leading-second-hand-markets/) <https://kauppa.fi/en/uutishuone/2023/09/21/finland-is-one-of-the-worlds-leading-second-hand-markets/>

[From Preloved to Reloved: How Second-Hand Clothing Companies Facilitate the Transaction of Used Garments-Journal of Sustainability Research-HapresFashion Industry in Finland 2017-2029](https://sustainability.hapres.com/htmls/JSR_1559_Detail.html), [https://sustainability.hapres.com/htmls/JSR\\_1559\\_Detail.html](https://sustainability.hapres.com/htmls/JSR_1559_Detail.html)

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Fida, Second Hand shops, <https://fida.fi/en/fida-secondhand-shops/>

## Abbreviations:

**Combined Nomenclature CN**, tool for classifying goods, set up to meet the requirements both of the Common Customs Tariff and of the EU's external trade statistics. The CN is also used in intra-EU trade statistics. The 8-digit sub-headings in the nomenclature are used in export declarations and in statistical declarations on internal trade.

**EU GSP**, Generalised System of Preferences, [Generalised Scheme of Preferences](#)

**EORI number**, Economic Operators Registration and Identification number

**TARIC-code** The integrated tariff of the European Union. [EU Customs Tariff \(TARIC\) - Taxation and Customs Union](#)

**REACH**, a regulation of the European Union, adopted to improve the protection of human health and the environment from the risks that can be posed by chemicals, while enhancing the competitiveness of the EU chemicals industry.