



SUOMI
FINLAND

FINLAND

A land of saunas

#SaunafromFinland #AuthenticFinnishSaunaExperience #VisitFinland



SUOMI
FINLAND

THE FINNISH SAUNA





FINNISH SAUNA – A PLACE FOR JUST BEING

- Throwing water on the rocks (“Löyly”)
- Scientifically proven health benefits
- No specific rules or timing → ultimate relaxation
- Natural materials
- Temperature higher than in other saunas



SUOMI
FINLAND



SUOMI FINLAND



One of differences between Finnish sauna bathing and other sauna cultures is that Finnish sauna habits are flexible. The bather can control the level of heat in the sauna by throwing water on the sauna heater—or “throwing steam,” as we Finns call it.



**SUOMI
FINLAND**

Many studies have shown that sauna bathing has multiple health benefits, such as decreasing the risk of heart disease and dementia. Scientists have researched the health effects of sauna on the heart, the skin, recovery, and even sleep.



Photo: Hawkhill



**SUOMI
FINLAND**

Finnish sauna has been scientifically proven to be good for your health. It's good for your heart, blood circulation, brain, and respiratory system.

Read more about the most recent research:

[Kunutsor et al. \(2019\)](#)

[Kunutsor et al. \(2018\)](#)

[Laukkanen et al. \(2018\)](#)



**SUOMI
FINLAND**



Photo: Lapuan Kankurit Oy

SAUNA – AN ESSENTIAL PART IN THE CULTURAL HISTORY OF FINLAND

- Sauna has been one of the key aspects of Finnish culture for centuries - the first saunas were built already during the Stone Age.
- Sauna has served as a place to give birth, wash off the dust of hard work and look after one's health.
- Many Finnish folklore songs and stories tell about the spirits and elves of the sauna.



**SUOMI
FINLAND**

Finland has around **3,2 million saunas** for 5,5 million people.

Nearly **ninety percent** of Finns sauna bathe at least once a week, and **forty percent** go to sauna several times per week. The sauna is truly an essential part of the Finnish heritage and lifestyle, and one thing that separates Finland clearly from the other Nordic countries.





**SUOMI
FINLAND**

SAUNA BATHING AS CULTURAL HERITAGE

In June 2018, the sauna and sauna bathing was chosen as Finland's first candidate for the UNESCO Representative List of the Intangible Cultural Heritage of Humanity.



SUOMI
FINLAND

90 %

**90% of Finns go to the
sauna at least once a
week.**

40 %

**40% of Finns go to the
sauna multiple times in
a week.**



SUOMI
FINLAND

THE AUTHENTIC FINNISH SAUNA EXPERIENCE



BEFORE THE SAUNA – PEACEFUL PREPARATION

The preparations for sauna evening often include connecting with nature, for example by cutting and burning wood.

Heating up the sauna and setting the right mood with bench covers, candles, and fresh water for drinking is a great way to calm down for the sauna.





**SUOMI
FINLAND**



DURING THE SAUNA – PRESENCE IN COMFORT

The ideal temperature depends on the wishes of everyone.
Cooling off between the sauna sessions can be done whenever it feels necessary by taking a cold shower or a swim.



**SUOMI
FINLAND**

Whether the sauna is private or public, it is an environment where everyone is meant to feel safe.

The sauna is a place for equality. Everyone can enjoy themselves, regardless of socioeconomic status. Titles mean nothing when sitting in the sauna.





**SUOMI
FINLAND**

AFTER THE SAUNA – PROLONGED PLEASURE

Passing time after the sauna is all about enjoying the relaxed state that takes over the body.





SUOMI
FINLAND

Finnish sauna expertise association Sauna from Finland has defined eight core values for the Finnish sauna experience:

Authenticity
Multisensoriality
Presence & relaxation
Wellbeing & health
Contrast
Cleanliness
Safety
Responsibility

AUTHENTIC
FINNISH SAUNA
EXPERIENCE

sauna
FROM FINLAND



SUOMI
FINLAND

Going to an authentic Finnish sauna is a high-quality experience that creates a long-lasting memory.





SUOMI
FINLAND

THE FINNISH SAUNA INDUSTRY



SUOMI
FINLAND

In Finland, there are around 30 sauna construction companies and around 20 companies that manufacture sauna stoves and heaters.

In addition, there are thousands of companies that produce other elements to the Finnish sauna experience.



**SUOMI
FINLAND**

Finnish sauna experience

Industries that produce
products and services for the
Finnish sauna experience



Construction

GLAZING, TILING, PANELLING,
SAUNA BENCHES, HUMIDITY
SOLUTIONS, BATHROOM
SOLUTIONS



Design

ARCHITECTURE, INTERIOR
DESIGN, ACCESSIBILITY,
PRODUCT DESIGN



Decor and furniture

SAUNA STOVES AND
HEATERS, LIGHTING,
FURNITURE



Creative industries

MUSIC, ARTS, THEATRE,
EVENTS, (VIDEO)
PHOTOGRAPHY, GRAPHIC
DESIGN



Saunas

MOBILE SAUNAS,
OUTDOOR SAUNAS,
TENT SAUNAS



Products

SAUNA SCENTS, CANDLES,
DECOR, SAUNA
EQUIPMENT



Cosmetics

SOAPS,
CONDITIONERS,
SHAMPOOS, SKIN
CARE



Textiles

SAUNA PILLOWS, BENCH
TOWELS, BATH TOWELS,
BATH ROPES, BLANKETS,
SLIPPERS



Travel industry

CUSTOMER SAUNAS,
PUBLIC SAUNAS,
BOOKING SAUNAS,
GUIDE SERVICES



Wellbeing

TREATMENTS,
THERAPIES, YOGA,
PILATES



Food

MEALS AND SNACKS,
DRINKS



Kitchen and tableware

COOKING, DISHES, CUTLERY,
PRESENTATION



Pool industry

SWIMMING POOLS, HOT
TUBS, JACUZZIS, COLD-
WATER POOLS/
SHOWERS



Cleaning and maintenance

CLEAN-UP, MAINTENANCE,
HYGIENE SOLUTIONS



Piers and pier equipment



Digitality

REMOTE CONTROL,
VR/AR, MEASURE
EQUIPMENT



Clean Tech

ENERGY SAVING
SOLUTIONS



Scientific research and development



Something new?



saunafromfinland.fi

© Sauna from Finland ry 2020



Finland is the leading country in sauna product development because the sauna experience and its impact on wellbeing can be studied in an exceptionally large user base.

**SUOMI
FINLAND**



The recent development areas and trends focus on:

- Sustainability and clean tech
- Accessibility
- Safety
- Remote control
- Individualization and custom-made experiences



**SUOMI
FINLAND**



The estimated value of the sauna and sauna heater construction industry is around **1 billion euros** but when all the industries producing elements of the sauna experience are considered, the value rises to multiple billions.



The Finnish sauna offers multiple possibilities.
It is a unique wellbeing product that fits in hotels, spas, and
health clubs, and as a service of its own.

**SUOMI
FINLAND**





SUOMI
FINLAND

Learn more



www.saunafromfinland.com

www.sauna.fi