



Credit: Isokenkäisten Klubi

FINLAND, A LAND OF SAUNAS

Almost no nation on Earth is as connected to a particular experience as Finland is to the sauna. It can be high-tech or primitive, a special event or a daily activity. But above all, the sauna is undoubtedly a product of Finnish know-how.

The sauna is an ancient invention, with the earliest drawings dating back to 1699. Finns have shaped the sauna from a pit dug in the ground to a modern home spa that offers relaxation from the stress of everyday life.

The sauna has always been one of the key aspects of Finnish culture. It is an integral part of everyday life and celebrations. Throughout the years, the sauna has served as a place to give birth, wash off the dust of hard work, look after one's health and alleviate ailments, as well as make important decisions and promote diplomatic relations.

THE SAUNA IS THE KEY TO THE WORLD'S WELL-BEING

The sauna is a temple of well-being for Finns. It is the perfect place to relax, calm down, cherish health and engage in social interaction. The mind and body can find harmony in the sauna. The ideal, authentic sauna experience is created through the joint effect of multiple senses: it includes sights, scents and sensations.

The health and well-being benefits of the sauna are widely acknowledged and have been researched for decades. Findings have proven that the sauna has a positive effect on many kinds of medical conditions, like some skin, joint and circulation diseases. Going to the sauna reduces stress and improves the quality of sleep. In the sauna, one can cleanse oneself both physically and mentally.



Credit: Sauna from Finland



Credit: Harvia

Our day-to-day life is very busy these days, and everything is done as efficiently as possible. A proper sauna experience turns this on its head: a conscious decision to pause, relax and look after yourself.

FINLAND IS THE LEADING SAUNA COUNTRY

The Finnish sauna and sauna products are constantly developed based on user experiences and research. All of the materials to build a sauna as well as long-term experience concerning them can be found in Finland: wood from the forests, stones from nature.



Credit: Harvia



Credit: Lapuan kankurit

We possess an understanding of product development and sauna consumers. Finland is a single large product development laboratory where sauna experiences and its impact on wellbeing can be studied in a large user base and in different environments.

We have a wide range of sauna environments: cottages, detached houses, terraced houses, blocks of flats, hotels, spas, public swimming halls and even special-purpose saunas.

- Almost every residential building has a sauna.
- Many companies have their own sauna.

FACTS AND FIGURES

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

The sauna market is worth an estimated 1 billion euros in Finland.

Finland has more saunas than cars. We have 3 million saunas for 5 million people.



Credit: Helo

MAJOR BRANDS IN THE FIELD

Harvia

The world's leading sauna heater manufacturer and a forerunner in the sauna business.

Helo

Finnish company Helo Oy has the longest history in sauna retail. Today, the Helo and Kastor product lines include wood-burning and electric heaters, fireplaces, saunas, steam rooms, infrared saunas and a full selection of sauna and steam bath accessories.

LINKS

<http://saunafromfinland.fi/en/>

<http://www.sauna.fi/>