

NORDIC DISTRIBUTOR SHORTLIST · Q2 2026

Nordic Cosmetics & Personal Care Distributors

A vetted list of 18 distributors active in the cosmetics & personal care sector across Sweden, Denmark, Norway and Finland.

Curated by Miguel Baptista · Fractio
Data reviewed 2026-04-21 · nordicdistributors.com

Why cosmetics & personal care in the Nordics

Nordic Cosmetics & Personal Care Distributors

Nordic consumers spend heavily on personal care relative to population size — Sweden, Denmark, Norway and Finland combined are a EUR 7 billion+ category. Distribution splits across three channels: retail (ICA, Kesko, Coop, Ahold Delhaize), specialty (Kicks, Lyko, Sephora Nordic), and pharmacy. Selective fragrance, luxury skincare and dermocosmetics have separate distribution networks from mass-market personal care. EU CPR 1223/2009 applies; all products must have a Responsible Person in the EEA.

How to use this shortlist

- **Start with coverage.** A distributor listed for 'Nordic' usually means strong in one country and partner-dependent in the others. Cross-check the country column.
- **Match the channel.** Each sector has multiple distribution channels (e.g. hospital vs private, retail vs specialty). Ask the distributor which they actually own.
- **Brief 3 at once.** The fastest way to benchmark a distributor is to compare their response to two others. NordicDistributors.com lets you send a structured brief in 60 seconds.
- **Budget a timeline.** Nordic commercial decisions are slower than Iberian or US equivalents. Plan 3–6 months from first brief to signed agreement for a straightforward product; 9–18 months if regulatory work is open.
- **Use the sector-specific question.** See the highlighted tip on the next page.

Sector-specific question to ask: Clarify up-front which channel the distributor covers. A 'Nordic cosmetics distributor' that's strong in pharmacy may have zero access to Kicks — and vice versa.

THE DISTRIBUTORS

18 cosmetics & personal care distributors active in the Nordics

Beauty Supply AS

Pan-Nordic · www.beautysupply.no

B2B beauty distributor covering all Nordic markets with a comprehensive product range across multiple beauty segments and price points.

Beautyko Import

Pan-Nordic · www.beautykoimport.com

Leading K-Beauty distributor in Finland and the Nordic/Baltic region. B2B and B2C operations supplying Korean beauty brands to retailers from small stores to major chains and department stores.

Face Helsinki

Pan-Nordic · www.facehelsinki.fi/en

Family-owned distributor established 2007. Represents leading European cosmetics brands including Ziaja, Paese, Davines, and Pierre René Professional. Serves beauty salons, hair salons, and department stores.

ICE Beauty Group

Pan-Nordic · www.icebeautygroup.com

Fast-growing beauty distributor serving all major retail channels including specialty beauty, department stores, pharmacies, travel retail, health food stores, grocery, and online retailers.

Nordic Beauty Company

Pan-Nordic · www.nordic-beauty.eu

Established in 2008 with central warehouse in Copenhagen managing direct shipments to retailers across all Nordic countries. Covers both online and offline distribution channels.

Scandinavian Cosmetics Group

Pan-Nordic · www.scandinaviancosmetics.com

The largest independent beauty distributor in Sweden (~19% market share) and Norway (~35% market share). Full-service brand builder covering marketing, sales, logistics, and e-commerce for international beauty brands.

SIROWA Group

Pan-Nordic · siowa.com

Experienced wholesale dealer of cosmetics and beauty care products operating across Europe. Provides a diverse portfolio of innovative beauty brands with established wholesale distribution capabilities.

SÆTHER Nordic

Pan-Nordic · www.saethernordic.com

Preferred distributor representing a diverse selection of well-known international beauty brands across all Nordic markets. Strong in premium and prestige segments.

TMC Nordic

Pan-Nordic · tmcnordic.com

Premier distributor specializing in clean and natural beauty brands with a strong sustainability focus. Operates from Copenhagen, Stockholm, and Oslo with deep retail relationships.

AMLA Beauty

· #

Sole distributor of RMS Beauty (premium natural makeup) across the Nordic region. Specializes in curating and distributing high-end natural skincare and beauty brands.

Cosmobell Denmark A/S

Denmark · #

Leading distributor on the Danish market with over 4,500 SKUs. Strong expertise in haircare and beauty accessories with established retail relationships across Denmark.

Finest Cosmetics Nordic AB

Sweden · www.finestcosmetics.se

Independent distributor representing selected international beauty brands across all Nordic markets. Focused on building brand presence in Scandinavian retail.

Gerisale

Norway · #

Operating since 1979 as distributor and wholesaler for industry-leading lifestyle and beauty brands. One of the most established independent distributors in the Nordic region.

I C Enterprises AB

Sweden · #

Swedish-based distributor with a dynamic approach to beauty, personal care, and health brand distribution across the Scandinavian market.

Nordic Beauty Import

· nordicbeautyworld.com

Trusted beauty distribution partner importing and distributing international beauty brands across Nordic countries. Covers multiple beauty segments and retail channels.

Nordic BioCosmetic Production

· nordicbiocosmetic.com

Partner for production and product development in natural and organic cosmetics. Holds ECOCERT and COSMOS certifications for brands seeking compliant Nordic market entry.

Organic Beauty Supply

Denmark · organicbeautysupply.eu

Specialized importer and distributor of organic and certified natural beauty products. Focus on brands with genuine sustainability credentials and clean formulations.

Scandinavian Beauty Distribution

Sweden · scandinavian-beauty.se

Founded in 2015 to bring the highest quality natural and organic beauty brands to the Scandinavian market. Partners with brands like Yarok and Schmidt's.

WHAT'S NEXT

You have the shortlist. Now what?

Brief 3–5 distributors at once.

Go to nordicdistributors.com, open each profile page, and send a structured brief. Takes under 60 seconds per distributor. Miguel forwards the brief to them by email and chases a reply by day 5. You get a confirmation email after every submission.

If briefing isn't enough, book a 20-min diagnostic.

Pricing strategy, regulatory path, country sequencing, tender windows. In 20 minutes Miguel will tell you what's realistic for your product, budget and timeline. Free. No pitch if there's no fit.

If the full launch is on the table, Fractio takes it on.

Fractional Sales Director, country launch retainer, or distributor-contract negotiation — three engagement formats depending on what you need. Nordic-Iberian specialists. Portuguese, Spanish, English, some Swedish.

BEHIND THIS SHORTLIST

Fractio · Nordic-Iberian go-to-market

Behind NordicDistributors: Miguel Baptista, founder of Fractio, has spent the last nine years as Country Manager for a Swiss precision medical-device manufacturer. Built a country affiliate from scratch, grew sales 20x in seven years, and the Portugal playbook is now the case study taught to EMS subsidiaries worldwide. The free distributor-brief flow on nordicdistributors.com is the first step. The paid engagement starts when you need someone who has actually run the launch.

Book a 20-min diagnostic call →
fractio.se/#contact · miguel@fractio.se

This shortlist is a snapshot at 2026-04-21. Distributor portfolios, coverage and agreements change — always verify before contract.