

Sauna

Working day wellness.



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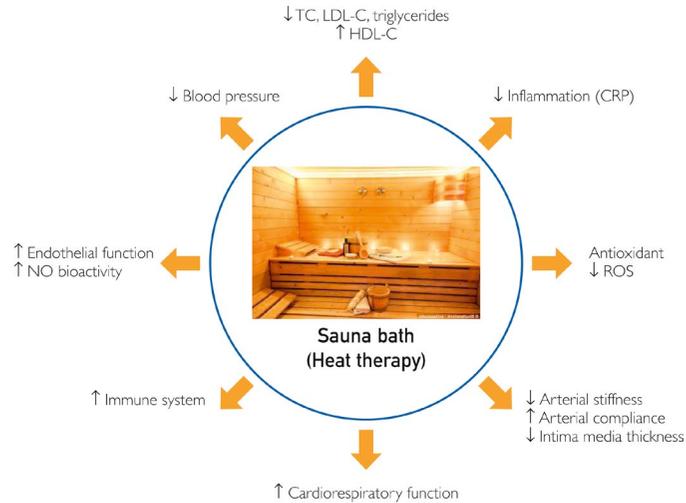


Henrik Heräjärvi, Natural Resources Institute Finland
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Leverage from
the EU
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Health benefits of sauna bathing.

Source: Laukkanen, Laukkanen & Kunutsor 2018

Sauna associates with wellbeing, enjoyment and relaxation – perhaps also with special cuisine, a lake, midnight sun or human dignity: sauna represents complete and undeniable equality. For centuries sauna was not just the place to wash away the dusts of the week, but before public maternities, sauna also served the beginning of human life. Therefore, it is a blessed space and a home for good-willing sprites. Only foolish cause disorder in sauna, thus disturbing the sauna spirits. But treated respectfully, they reward you with a physical and mental wellbeing, which contributes to a healthier and longer life.

Not only traditions and cultural understanding but also medical studies evidence the positive health effects of going to sauna at least three to four times a week. The stressful living in the modern societies can be partially compensated by the proven stress-relief and blood pressure lowering effects of sauna. For many, going to sauna can be the longest mobile device free moment of the day.

Sauna is more – a concept

Sauna is much more than just a hot room and benches. A genuine multisensory sauna experience is created by temperature, sound, light, odour, taste, landscape, and friends. Most of these can be wrapped into a consumer package that brings sauna to the third millennium. Similar with car trade, appliances such as lighting and temperature control, interior decoration, and audio systems can make up a great share of the sauna business.

Sauna is among the most well-known Finnish brands globally, and probably among the most difficult ones to lose. There is still an untapped international business potential. China is an example of a country with huge existing and future markets for holiday resort saunas. Hundreds of holiday resorts are being built or renovated due to the massive wellness boom in Asia, and saunas play an essential role in them.

Another specialty market is luxurious and customized design saunas that respond to the needs of demanding but affluent



private customers who are interested in both products and related services. The annual number of such customers is estimated in thousands in China alone.

A third, volumetrically greatest, sauna market is small private retrofit saunas for installation in bathrooms or walk-in wardrobes of the millions of existing flats. Middle class Asian people crave to have an own sauna, which enables working day wellness, meaning enjoying the restorative effects of sauna and related goods at home, as often as wanted. The retrofit sauna modules should be designed and packed in transportable flatpaks to minimize the logistics costs and to enable easy moving of the sauna from retailer to customer. Furthermore, the installations take most often place in multi-storey buildings that are only accessible by elevator and regular doors.

Non-wood forest products complement the sauna experience – Products and services

Sauna is not just sauna but offers a wide range of experience of value-creating services and appliances such as textiles, bath whisks, food, drinks, and cosmetics that complement the sauna



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atmosphere. Unlike a single product procurement transaction, a customizable sauna offering of products and maintenance services constitutes a long-term customer relationship, which creates stable income to the service provider network for decades.

Finnish nature is full of wild herbs and berries that fit perfectly in the sauna experience. Bath whisk, birch sap drinks, various peat treatments and herbal baths, among others, promote relaxation and well-being.

Sauna tourism – Finnish experience for travellers

Many Finnish tourism service providers offer sauna activities. Options range from a quick visit to a peat or smoke sauna by the lakeside to a seven-day sauna tour, during which the participants visit a great number of picturesque guesthouses and memorable saunas. Travellers enjoy the local cuisine and experience nature-based activities from canoeing to collecting wild herbs for a footbath.

Sauna is traditional Finnish brand meaning ablution, naturalness and relaxing.

An internationally recognized, existing Finnish sauna brand not only helps marketing of products and services but leaves space for new businesses, too.

Asian people indicate growing demand for saunas and related goods and services both in private households and in holiday resorts.

Further information

Sauna From Finland. www.saunafromfinland.fi

Laukkanen, J. A., Laukkanen, T. & Kunutsor, S. K. 2018. Cardiovascular and Other Health Benefits of Sauna Bathing: A Review of the Evidence. Mayo Clinic Proceedings,93(8):1111-1121. <https://doi.org/10.1016/j.mayocp.2018.04.008>