

THE NORDIC WOMEN REPORT

2025





HER VOICE. HER FUTURE. HER NORDICS.

Who is the Nordic woman of today? And who will she become?

Independent and interdependent. A decision-maker and a supporter. Striving for balance, feeling the pressure. Health-minded yet overloaded. Confident, and sometimes unsure. The contradictions are sharp, and they signal a shift.

Based on responses from more than 4,000 women across the Nordics, this report takes the temperature on today while scanning the horizon.

We explore how women say they're doing and what keeps them up at night.

How life balance actually plays out. Time, energy, priorities, trade-offs.

What women expect of partners, and who holds which responsibilities at home.

How money is felt and used. Confidence, worries, and what she most wants to spend on.

How she relates to her body. Attitudes, habits, choices, and the mindset she wants going forward.

How ideals and biology intersect. Beauty standards, hormones, menstruation, perimenopause and menopause.

Across every theme, contradictions surface. Equality ideals meet everyday dependence. Sustainability values meet spontaneous shopping. Wellness routines meet shortcuts and quick fixes. Ambition for balance meets endless performance culture. Bodypositivism meets "Heroin Chic".

Not everything is clear. Not everything is easy. But something is changing. Women are not just adapting. They are driving the change.

This is a snapshot and a forecast. A mirror and a map. Read on to understand the tensions shaping women's lives in the Nordics, balancing all their living intentions and contradictions and creating new opportunities.

This report is published by Aller Media Nordic. With a weekly reach of 5 million, we touch the lives of 44% of all Nordic Women. Our close relationship with our audience gives us deep insights while also providing a strong ability to influence — a privilege and a great responsibility.

About the Study

Survey design

This report is based on a mixed-method study conducted on behalf of Aller Media. The primary focus is to explore the attitudes, expectations, and values of women across the Nordics today. Male respondents were included mainly for comparison and context.

Quantitative data collection

- Online survey conducted in May–June 2025
- Fielded in Sweden, Norway, Denmark and Finland.
- Sample: 1,000 women and 200 men per country.
- Respondents recruited through Norstat's national panels.
- Quotas based on age, gender and region.
- All respondents answered the survey in their native language.
- Questionnaire: 14 core questions + 4 questions from Index.

Qualitative data collection

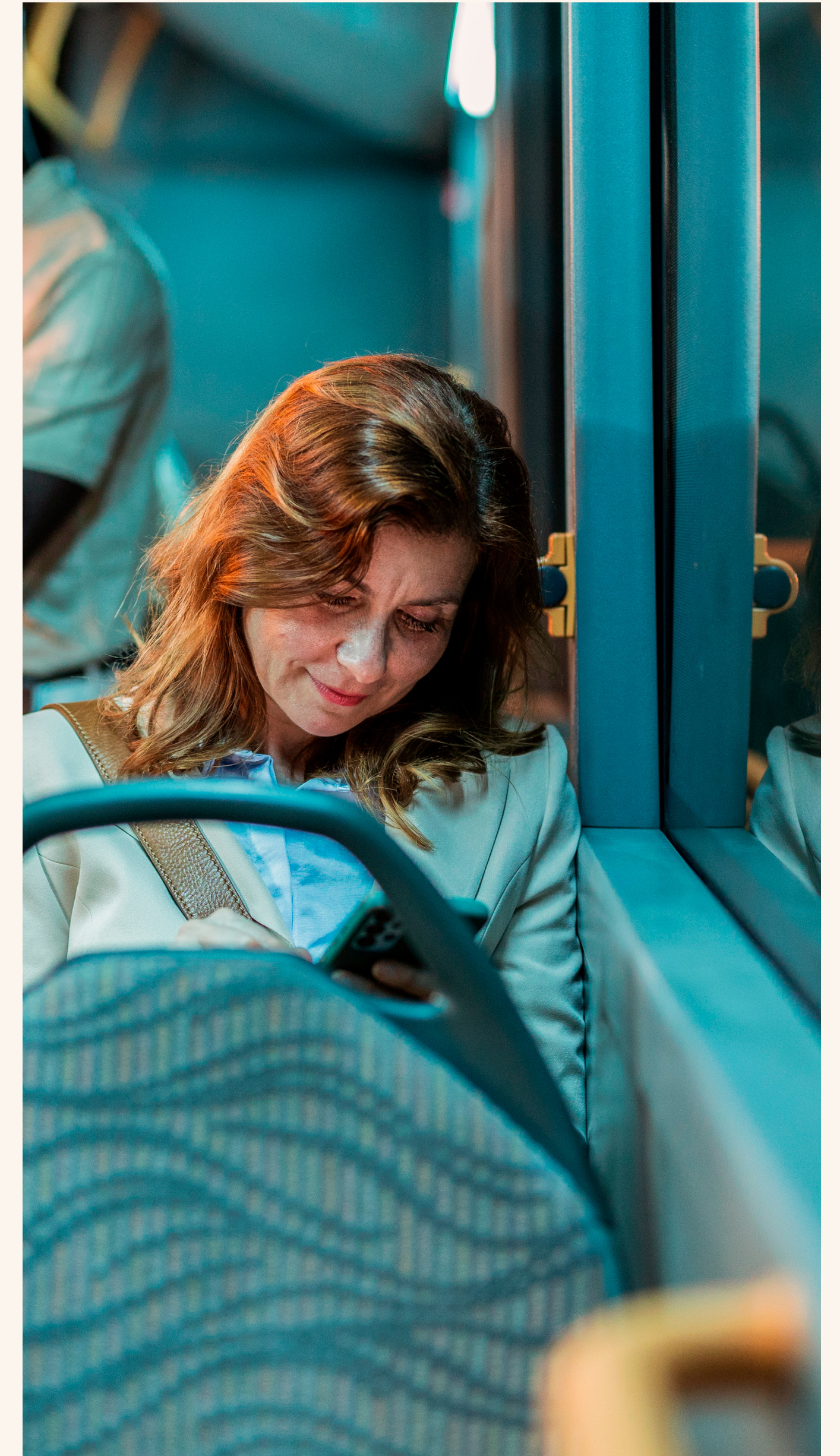
- Eight in-depth interviews with women of varying ages (two per country).
- Participants were recruited via Norstat's national panels.
- The interviews were conducted online in May–June 2025. Designed to explore selected topics in greater depth.

Reader's note

- All results are unweighted, meaning each country counts equally regardless of population size, to ensure equal representation across the Nordics.
- ***"The Nordic woman" = simple average across the four country samples.***
- Unless otherwise specified, results refer to women in the Nordics aged 18–75.
- Each chapter also includes Signals in Motion, external perspectives beyond the survey data.

Report production

- This report was developed by Aller Media Nordic in collaboration with Grasp Insights.



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Nordic Experts



**Anne Eskerod
Borgstrøm**
***BUSINESS DEVELOPMENT
MANAGER, ALLER MEDIA NORDIC***

Anne is a business development manager working at the intersection of editorial innovation and brand growth. With a solid background in consumer insights, she brings both a strong Danish perspective and a sharp eye on Nordic audience trends.



Ingeborg Heldal
EDITOR-IN-CHIEF, KK NORWAY

Editor-in-Chief of KK and a leading voice in Norwegian media. Ingeborg knows what matters to women in Norway and brings valuable insights into trends, ideals, and the cultural shifts shaping women's lives today.



Malin Roos
EDITOR-IN-CHIEF, FEMINA SWEDEN

Editor-in-Chief of Swedish Femina and one of Sweden's most trusted voices on women's lifestyle. Malin has a close relationship with Swedish women and a deep understanding of the conversations around health, economy, and everyday priorities.



Hannaleena Koskinen
***SVP, RETAIL MEDIA BUSINESS,
ALLER MEDIA NORDIC***

With her strong commercial background, Hannaleena is a well-known spokesperson in the Finnish media industry. She combines a Finnish perspective with a business lens, offering unique insights into how brands can connect with women in a changing Nordic landscape.

Living on the Edge of Optimism

Hope under pressure

I still feel hopeful. In my little bubble. Love, work, friends and life feels good. But the world outside is shaky. Wars, unrest. You fear it'll spread, become normal. I try to focus on what I can do something about.

Emma, 27, Sweden



Balancing act

The world feels unstable and the Nordics are no exception. War, insecurity and rising costs test optimism. Finland fears money and safety. Norway democracy. Sweden security. Denmark stays calmer.

Resilience is no longer about pushing harder. It is about balance with health at the center. Pressure turns into strength. Women across the Nordics carry both hope and worry but also push for change. Optimism survives not as blind belief but as focus and direction.

Signals in Motion

Trends from the outside world

THE ANXIETY ECONOMY

Fear is rising but so is the demand for stability. Insecurity around money, politics, and safety now shapes daily life. Anxiety fuels caution yet also drives the search for balance and healthier ways forward.

CAUTIOUS OPTIMISM

Hope survives but in a new form. Optimism is quieter, more deliberate, and no longer blind belief. It has become a tool for balance, turning restraint into resilience and fear into direction.

RESILIENCE RESET

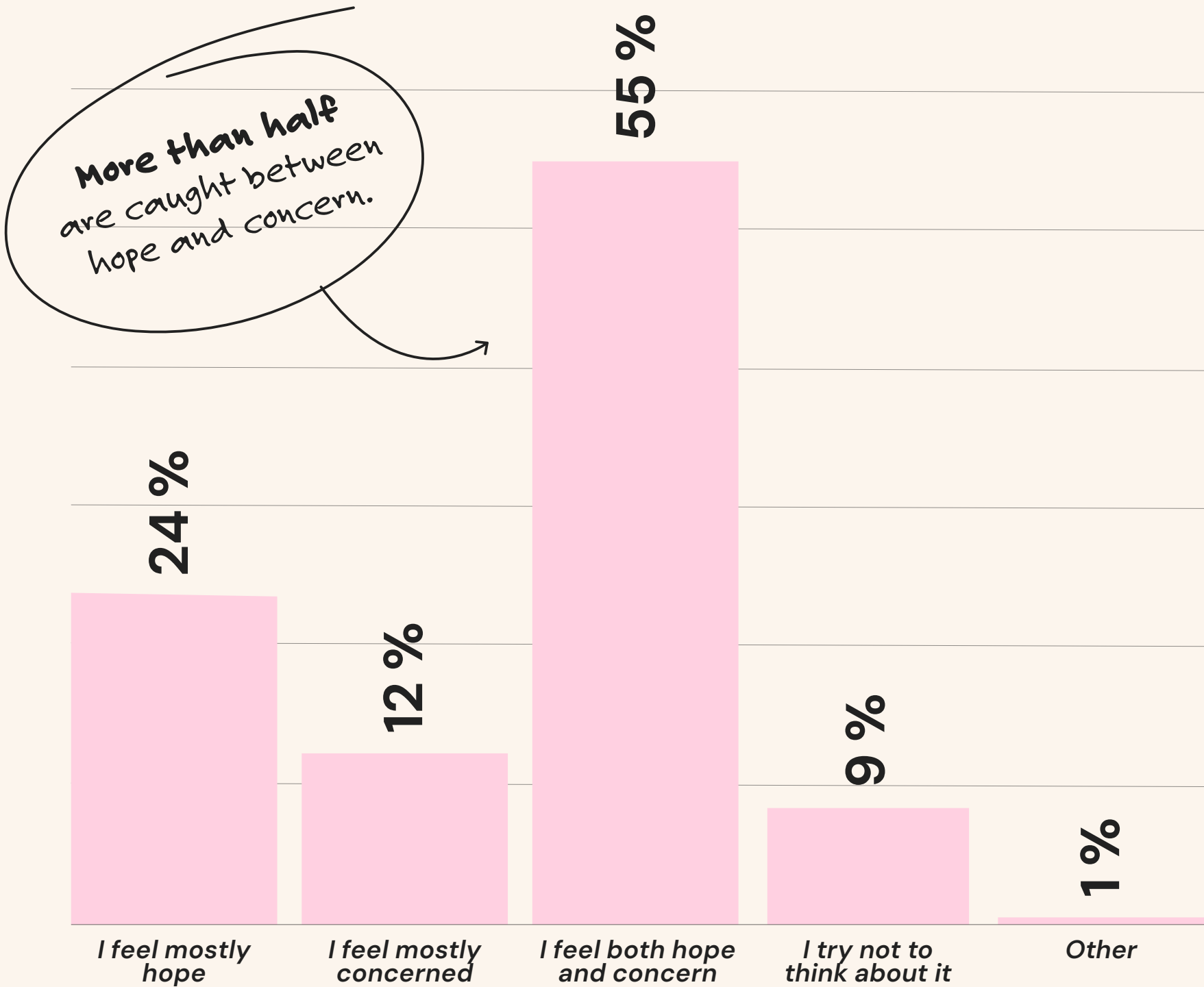
Strength is shifting from endurance to balance. Health recovery and boundaries have moved from soft ideals to hard strategies. Pressure is no longer just endured, it is reshaped into new strength.

Future focus

Women in the Nordics are split between hope and concern. Balance, not blind optimism or paralyzing fear, is becoming the new strength.

HOW DO YOU FEEL ABOUT THE FUTURE RIGHT NOW?

Women in the Nordics, age 18–75



The Weight of Worries

War and conflict dominate concerns across the Nordics. Cost of living and the climate add to the weight, while global issues like human rights push worries beyond everyday life.

WHAT SOCIAL ISSUES CONCERN YOU MOST RIGHT NOW?

Women in the Nordics, age 18–75

War and conflict	68%
Prices and cost of living	40%
Climate and environment	34%
Crime and insecurity in society	27%
The development of democracy and political unrest	24%
The economy – globally and locally	16%
Fake news and disinformation	15%
Gender equality, racism, and human rights	14%
Societal development in general	12%
AI and technological development	11%
Norms, ideals, and societal expectations	6%
I rarely worry	3%
Other	3%

7 in 10 worry about war and conflict.

4 in 10 worry about the cost of living.

1 in 3 name the climate as a key concern.



"It may sound like a cliché to say it, but we are living through what feels like a prolonged polycrisis, where climate change has been pushed aside by war, conflict, and rising costs. Further years of constant discourse have created 'climate fatigue'. For women, the impact is doubled: they often carry more of the burden of every-day sustainable choices, so when climate drops down the agenda it leaves a lingering sense of guilt."

ANNE ESKEROD BORGSTRØM
Business Development Manager

I don't think a lot about the future, but I feel good about it. But of course, there is a lot going on in the world that are quite concerning. The political issues between the countries, war, Trump.

Agnes, 44, Denmark

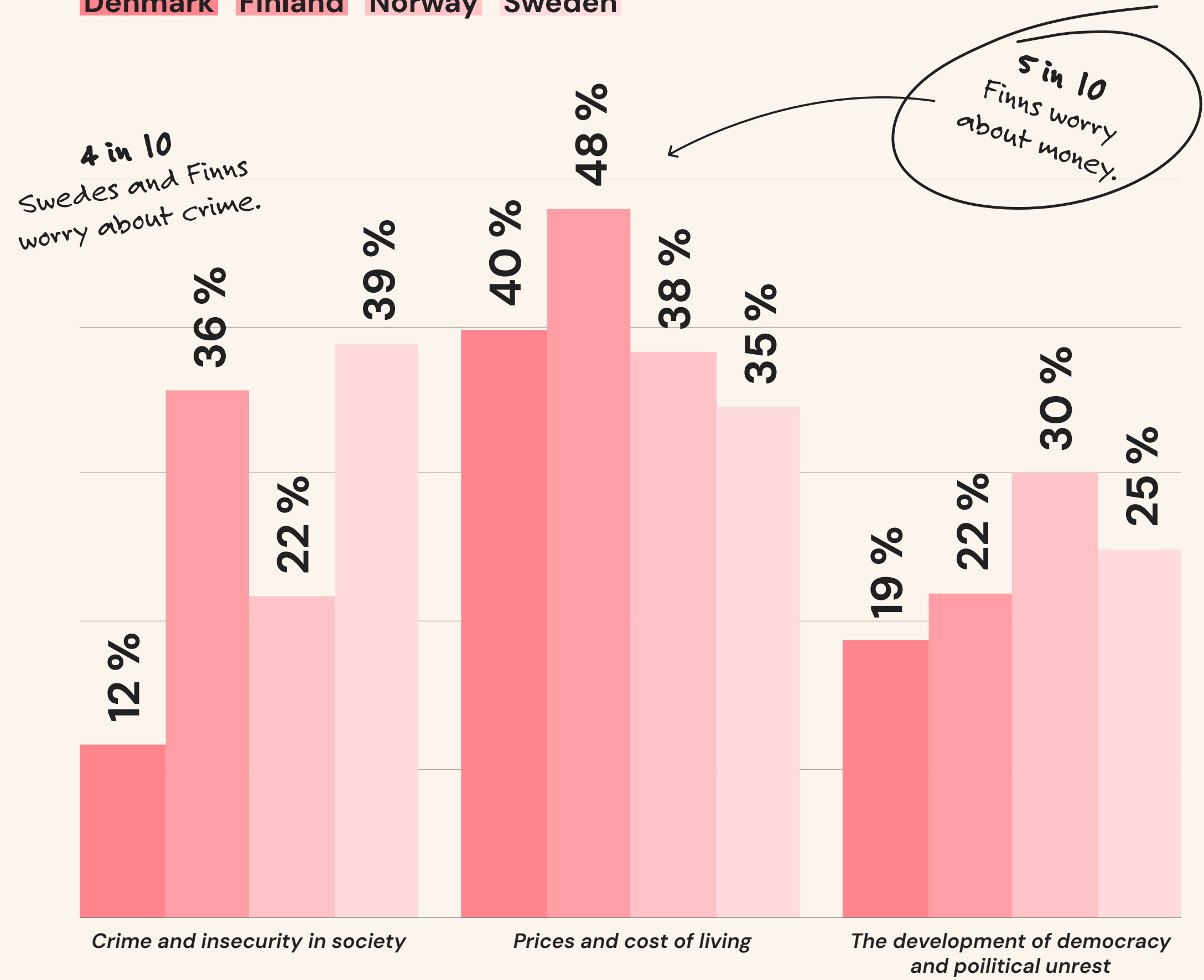
CONCERNS DIVERGE SHARPLY. DIFFERENT COUNTRIES AND GENERATIONS FACE DIFFERENT FRONTLINES.

Key differences across the Nordics

WHAT SOCIAL ISSUES CONCERN YOU MOST RIGHT NOW?

Women aged 18–75 in each Nordic country

Denmark Finland Norway Sweden



Beyond the numbers

Insights drawn from what women say they agree with today

60% worry about global abortion rights.

50% want to live more sustainably than they do today.

“In Finland, financial caution runs deep. Rising costs and high interest rates have reinforced a culture of saving, where family budgets and careful planning are seen as resilience in action.”

HANNALEENA KOSKINEN
SVP, Retail Media Business, Aller Media Nordic

**Not proud of it, but
yes, I clutch my bag
like my mum, and
double-check the
door like my dad.**

Anne, 31, Finland

The Cost of Carrying On

Between ambition and exhaustion

**You have a lot of things you need
to do and a lot of things you
want to do, and balance for me
is when there is room for both.**

Agnes, 44, Denmark

The Quiet Revolution Toward Balance

Carrying on once meant strength. Today it risks exhaustion. Women in the Nordics refuse to give everything, yet are not ready to step back. Out of this tension rises a zero-burnout mindset. Balance over burnout. Recovery over overdrive. The pressure shows up in money, body ideals and work demands. Young women feel it most, yet they also lead the shift. Strength is no longer sacrifice but boundaries and balance. Pressure fuels change. Resilience is being redefined.

Signals in Motion

Trends from the outside world

THE ZERO-BURNOUT MINDSET

Exhaustion was once a badge of honor. Now it signals imbalance. Balance, not burnout, has become the real strength.

RESISTING OVERDRIVE

It is not about dropping out but refusing to over-function. A quiet rebellion against always doing more has become the new normal.

BOUNDARY CULTURE

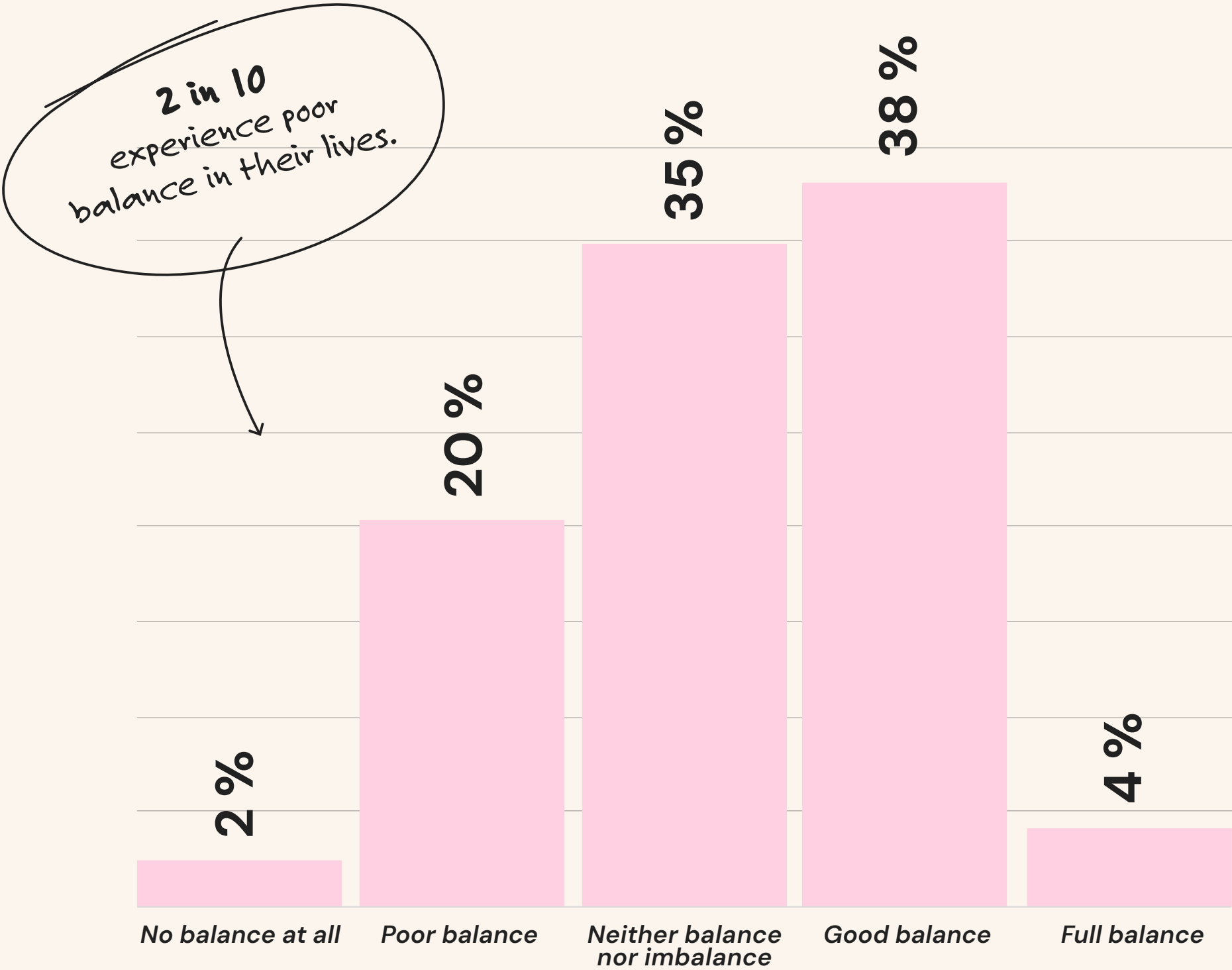
Boundaries were once seen as selfish. Now they are survival. Saying no is how people protect health, energy and their yes.



Balance Divided

Across the Nordics, 4 in 10 women say they have balance in life. Just as many say they don't. Balance is uneven, but also something to fight for and reclaim.

HOW DO YOU FEEL ABOUT THE BALANCE IN YOUR LIFE RIGHT NOW?
Think about the balance between, for example, work, school, leisure time, responsibilities, and time for yourself. Women in the Nordics, age 18–75



For me, balance is not something that is stable, but something that you aim for. It always tips in one direction and so you have to try to get back to the middle as good as you can.

Layla, 42, Sweden

Generational gap
Balance comes with age. Older women say they've found it. Younger ones are still searching.



Drained but Determined

Work, money and mental load eat energy across the Nordics. Young women feel it the most. In Finland, financial stress dominates. In Denmark, exhaustion dominates.

The cost of balance

- In **Denmark**, work and exhaustion drain equally.
- In **Finland**, financial stress overshadows everything else.
- In **Norway**, work tops the list, but money follows close.
- In **Sweden**, work pressure is the main drain.

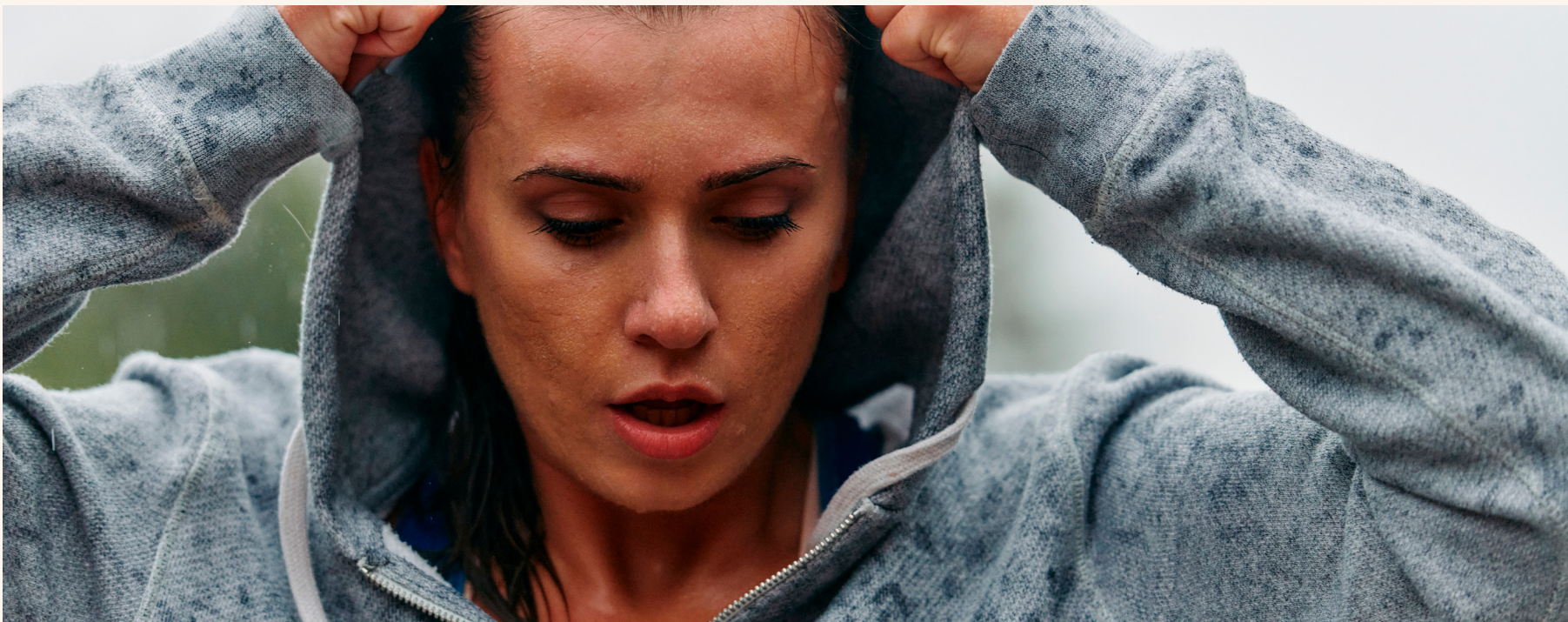
WHAT IN YOUR EVERYDAY LIFE IS TAKING THE MOST ENERGY FROM YOU RIGHT NOW?

Women in the Nordics, age 18–75

Work/studies	36 %
Financial stress	30 %
Must-dos and daily routines	24 %
Mental exhaustion	24 %
Responsibility for others (e.g., children, elderly people, partner)	20 %
Illness	16 %
Carrying other people's emotions (e.g., anxiety, stress)	13 %
Nothing feels particularly energy-consuming right now	13 %
Physical exhaustion	12 %
Challenges in relationships	10 %
Always being available (e.g., email, social media)	7 %
Expectations placed on me (e.g., appearance, life choices)	6 %
Limited freedom in working life (e.g., commuting, low flexibility)	4 %
Too much responsibility at home	3 %
Other	3 %

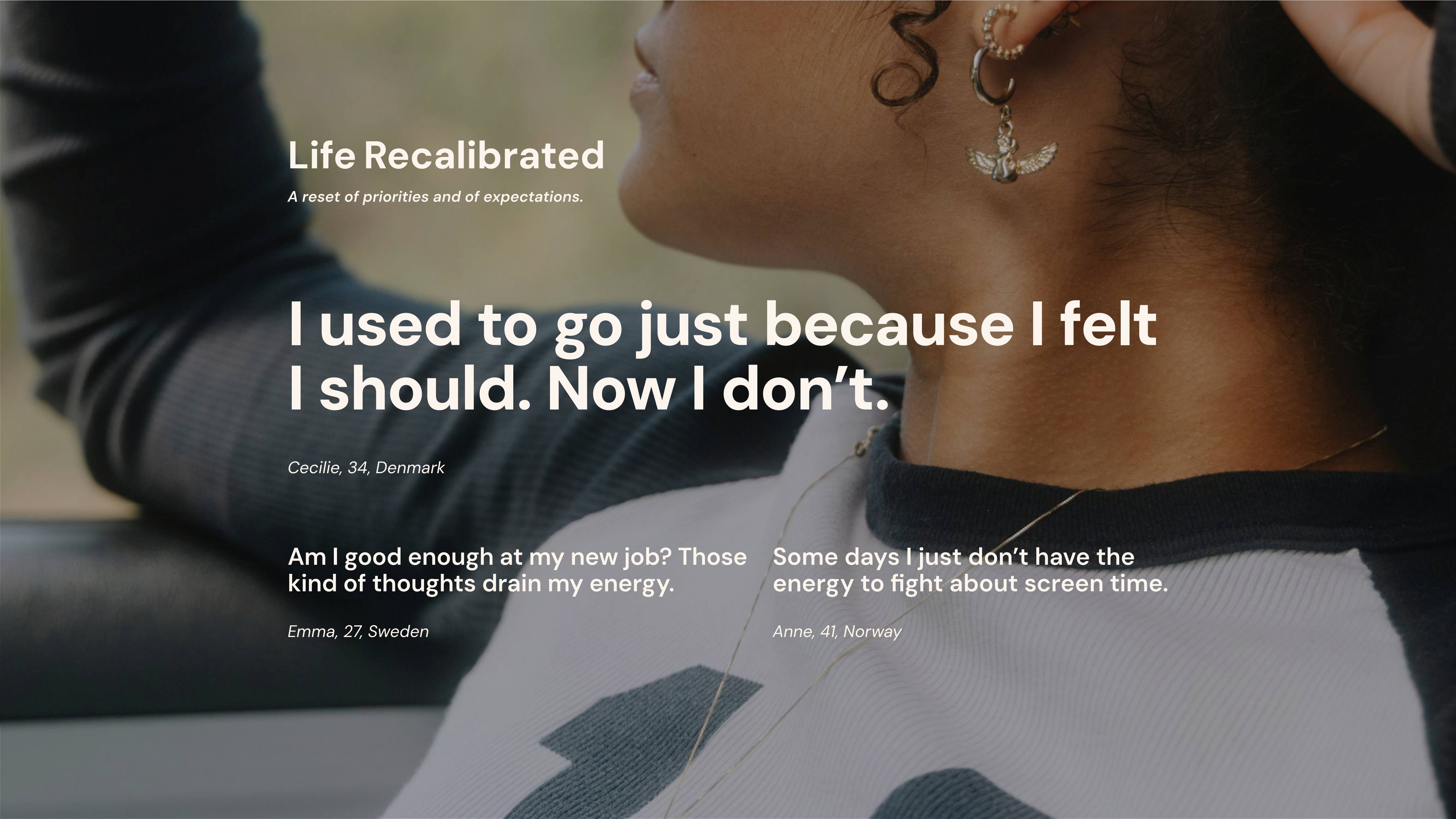
4 in 10 women in Finland say money drains their energy.

Women aged 18-29 say their energy is drained by work, money and mental load.



Honestly, what takes the most energy from me right now is my lack of sleep, it's not good.

Yasmin, 22, Denmark



Life Recalibrated

A reset of priorities and of expectations.

**I used to go just because I felt
I should. Now I don't.**

Cecilie, 34, Denmark

**Am I good enough at my new job? Those
kind of thoughts drain my energy.**

Emma, 27, Sweden

**Some days I just don't have the
energy to fight about screen time.**

Anne, 41, Norway

4 in 10

feel anxious about their children's screen time.

When does screen time help, and when does it harm?

5 in 10

are satisfied with being 'good enough' at work.

Ambition reset, survival or smart strategy?

4 in 10

actively try to cut screen time.

Logging off to tune in, to what?

5 in 10

think a lot about what they want out of life.

Rethinking priorities, or rewriting the script?

The hidden cost of keeping up

When time runs short, health and joy are the first to go. Swedes skip rest, Finns and Norwegians the gym, Danes their social plans. Yet across the Nordics, the fight to protect well-being is gaining ground.

I keep telling myself I'll cut back on socials. But somehow it's the workout or dinner that goes instead.

Frida, 26, Denmark

WHAT DO YOU USUALLY PRIORITIZE AWAY IN EVERYDAY LIFE WHEN YOU DON'T HAVE TIME FOR EVERYTHING?

Think about what you spend less time or energy on when things get busy. Women in the Nordics, age 18–75

Exercise	50 %
Socializing with others	41 %
Hobbies and interests	37 %
Cleaning and laundry	36 %
Recovery	32 %
Sleep	28 %
Personal development	27 %
Cooking	22 %
Following the news	19 %
Time with family	15 %
Social media	11 %
Helping others	9 %
Time with children	6 %
Work or school	5 %
Other	2 %

5 in 10 skip exercise when time runs short.

“Especially women are more and more aware of the importance of balance in life, and are becoming braver and more demanding when it comes to their role and significance at the workplace. In Norway, some workplaces are even testing Bare Minimum Monday, giving people permission to start the week slower, with less pressure. It shows how the conversation on balance is shifting. What was once about working harder is now about protecting energy.”

INGEBORG HELDAL
Editor-in-chief KK Norway

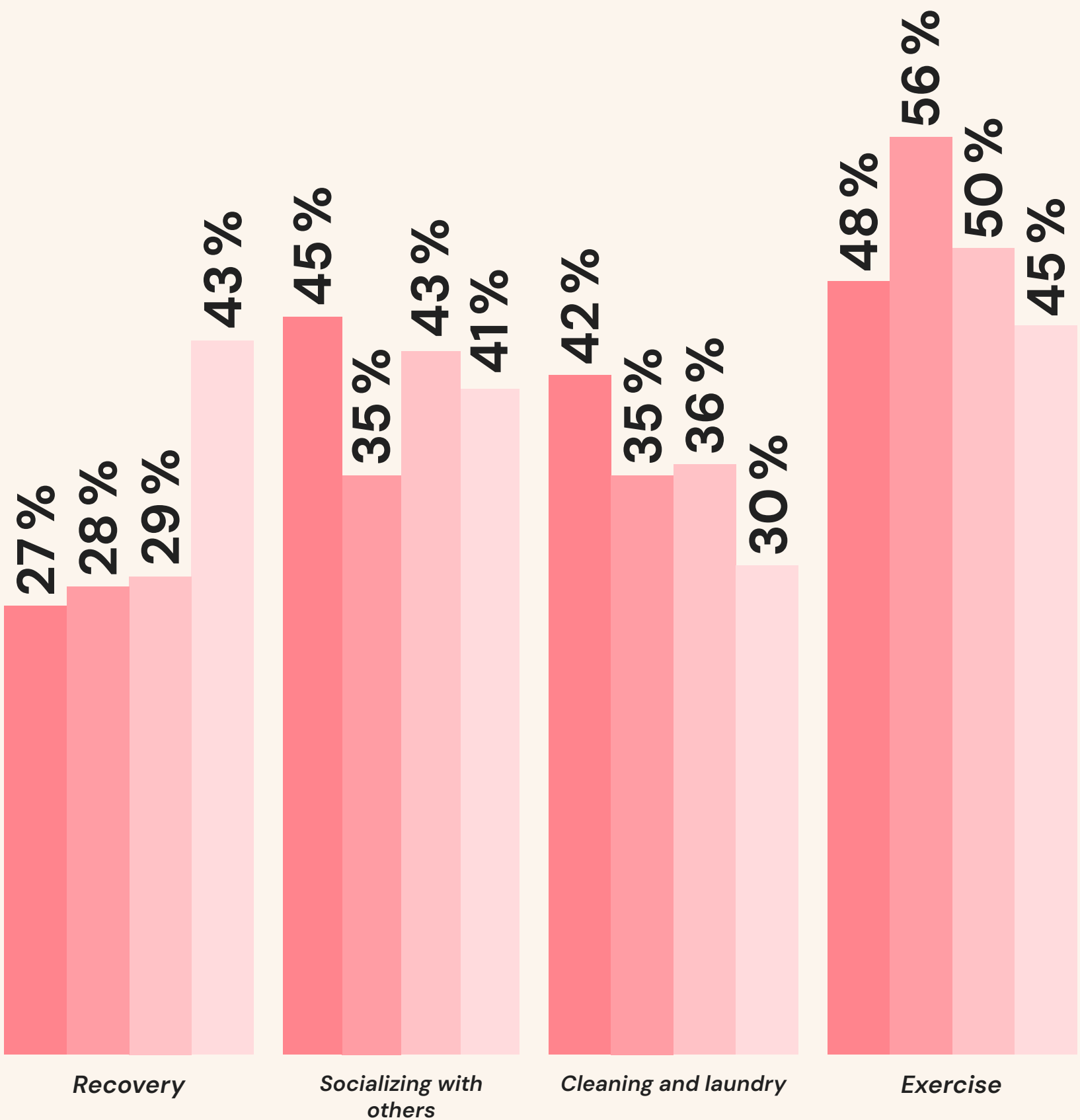


Key differences across the Nordics

WHAT DO YOU USUALLY PRIORITIZE AWAY IN EVERYDAY LIFE WHEN YOU DON'T HAVE TIME FOR EVERYTHING?

Women aged 18–75 in each Nordic country

Denmark Finland Norway Sweden



When life gets crowded, essentials are the first to go

- In **Sweden**, recovery is the first thing to go.
- In **Finland**, the gym is skipped most often.
- In **Norway**, hobbies are pushed aside.
- In **Denmark**, social life is put on hold.

Beyond the numbers

Insights drawn from what women say they agree with today

4 in 10 7 in 10

women in Sweden say recovery is the first thing to go even though it's the most celebrated value.

embrace recovery trends like yoga, breathing and low-intensity training.

"In Sweden we have built a whole culture around recovery from yoga studios to wellness apps. Yet when life gets busy, recovery is the first thing to go. A reminder of how hard it is to live up to our own ideals."

MALIN ROOS
Editor-in-chief Femina Sweden

When there's a lot going on, it's the workout that gets lost. I probably would have had time to do it, but the mental aspect of just packing the gym bag and putting on my running shoes just doesn't work.

Emma, 27, Sweden

When Time Runs Out

What women drop first, and what it says about different life stages

YOUNGER WOMEN (18–29)

Drop first: Sleep, recovery, hobbies, exercise

Self-care and rest goes first.

BALANCING YEARS (30–45)

Drop first: Social time, friendships, personal growth

Social connection takes energy. These years are about surviving, not thriving.

TIME ON THEIR TERMS (46–60)

Drop first: Social life, exercise, recovery

Time is rationed and the essentials in life are protected.

TIME ON THEIR HANDS (61–75)

Drop first: Exercise, social life, household tasks

Priorities are sharpened. Energy is saved for what truly matters.

A photograph of a woman with blonde hair lying in bed, smiling and looking towards the camera. She is wearing a light-colored, possibly pink, top. Her hands are clasped together near her head. The bed has white pillows and a light-colored blanket. The background is dark and out of focus.

I don't let go of what matters least. Just what takes the most energy out of me.

Sofia, 38, Finland

Modern Love, Real Life

Expectations, equality and everyday reality

**It's less about fixed expectations
and more about partnership.
Showing up for each other, using
our own strengths, and adapting
together. Real life demands
teamwork, not perfection.**

Layla, 42, Sweden

New Terms of Engagement

Women across the Nordics are raising the bar in love. Fairness is now as important as intimacy. Younger generations refuse unequal relationships, and Norwegians set the highest standards. Yet reality still delivers imbalance, with women carrying more. The gap sparks both frustration and change. Love is being rewritten — closeness must come with equality.

Signals in Motion

Trends from the outside world

FAIRNESS REVOLUTION

Love is no longer just about intimacy. Fairness has become non-negotiable. Carrying more of the household and emotional load is seen as imbalance, not love.

UNEQUAL EQUALITY

Partnerships look equal on the surface, but women still do more at home and in relationships. The hidden gap fuels both frustration and a push for change.

INTIMACY RESET

Big gestures are losing ground to everyday presence. Listening, sharing, showing up. Small is strong. Balance is built in the everyday life.



Same love with different priorities

Women prioritise emotional and practical security. Balance comes from presence and boundaries. Same love, different expectations.

WHAT DO YOU APPRECIATE MOST IN A PARTNER IN A CLOSE RELATIONSHIP?

Women in the Nordics, age 18–75

Provides security – emotionally and practically	64 %
Is mentally present (not just physically)	49 %
Can show and talk about feelings	43 %
Shows consideration in everyday life	41 %
Can talk about anything	41 %
Respects my freedom and my needs	37 %
Shares my values (e.g., lifestyle, social views)	29 %
Is curious about me and our life together	27 %
Shows appreciation and affirmation	27 %
Wants to grow together	26 %
Respects my boundaries	25 %
Supports my mental health	12 %
Other	5 %

6 in 10
prioritise emotional
and practical
security.

5 in 10
put mental presence
before everything else.

“It’s no coincidence that love reality shows are booming in the Nordics. “Married at First Sight” or “Love is Blind” may rest on an old institution – marriage – but its twist is modern: feelings dissected, therapists guiding, intimacy under the spotlight. Played out in prime time, it shows how love today is more than romance, it’s tied to health, balance and how we navigate life itself.”

INGEBORG HELDAL
Editor-in-chief KK Norway

What makes
young men so
attractive today
is their ability to
talk openly about
their feelings.
Loooove it!

Johanna, 38, Sweden

The Nordic love map

Women in the Nordics agree on the basics — security and presence. But differences stand out: Norway seeks safety, Denmark presence, Sweden everyday care, and Finland curiosity.

What women appreciate most in a partner

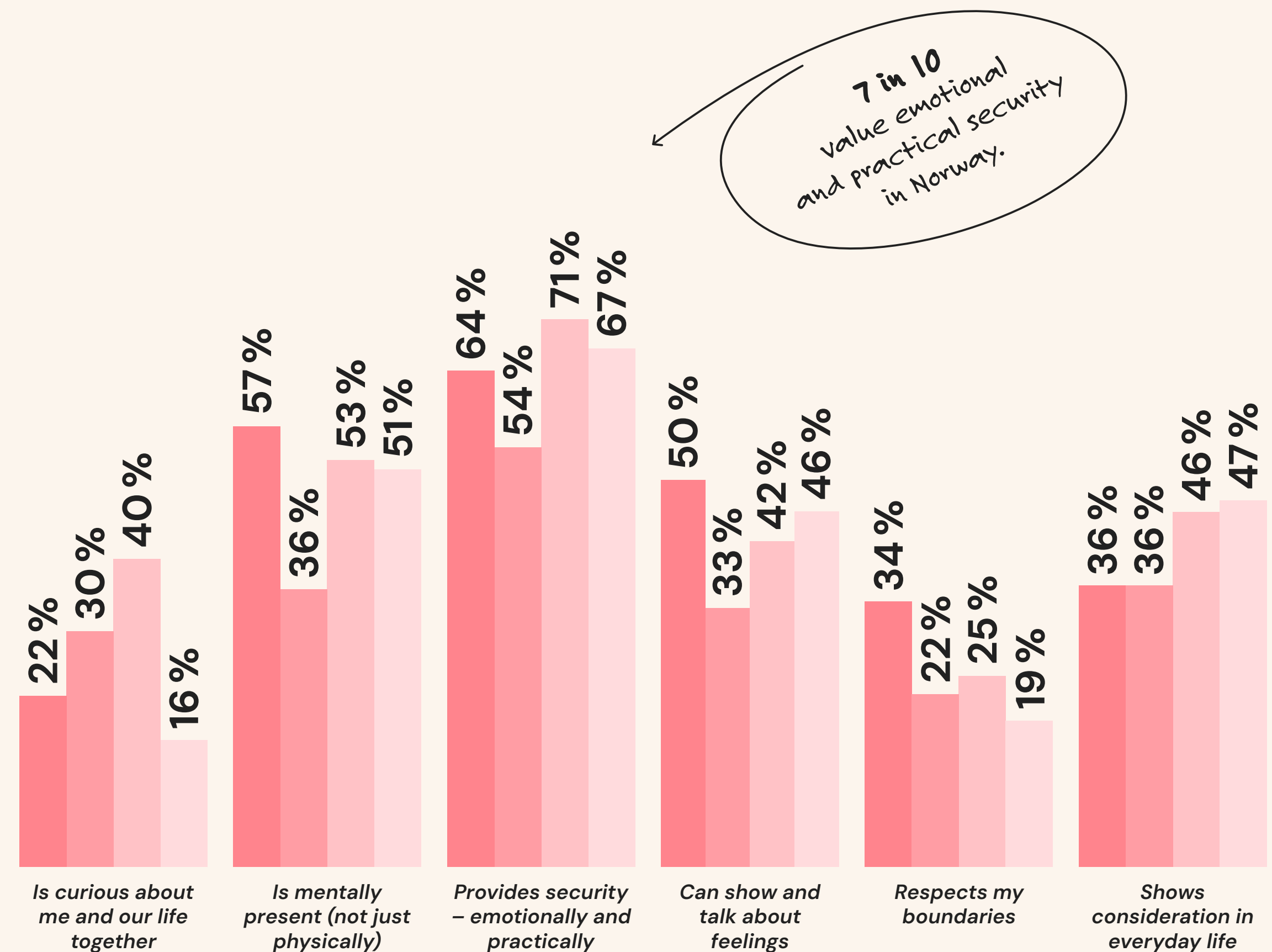
- **Denmark:** Security, presence, openness
- **Finland:** Security, presence, curiosity
- **Norway:** Security, presence, care
- **Sweden:** Security, care, presence

Key differences across the Nordics

WHAT DO YOU APPRECIATE MOST IN A PARTNER IN A CLOSE RELATIONSHIP?

Women aged 18–75 in each Nordic country

Denmark **Finland** **Norway** **Sweden**



Invisible 'musts' fall on me, keeping the home tidy, planning holidays. It's a mix of my own standards and society's expectations. His 'musts' look different, like sharing workouts online. We're still learning.

Emma, 27, Sweden

New Generation, New Demands

Younger women are reshaping partnerships. Demanding presence, shared duties, and real emotional support. Balance now means growth, equality, and connection.

Partnership on New Terms

GENERATIONAL SHIFTS IN WHAT WOMEN EXPECT IN A PARTNER

YOUNGER WOMEN (18–29)

Emotional openness and equal duties are expected. Presence and shared responsibility set the rhythm for healthy balance.

BALANCING YEARS (30–45)

Teamwork keeps life on track. Reliability, support and financial partnership matter most, anchored in real presence.

MIDLIFE BALANCE (46–60)

Security takes the lead, but care and presence remain vital. Curiosity and openness keep relationships alive, not stuck.

LATER LIFE (61–75)

Calm and stability define the stage. Security, freedom and steady care create balance, with space to live on their own terms.

What Matters Most

GENERATIONAL SHIFTS IN WHAT WOMEN APPRECIATE IN A PARTNER

YOUNGER WOMEN (18–29)

Presence and emotional openness top the list. A partner who shares feelings and embraces growth together is highly valued.

BALANCING YEARS (30–45)

Practical support and reliability take center stage. Emotional and practical security, balanced with freedom stand out.

MIDLIFE BALANCE (46–60)

Security and presence dominate, but recognition and everyday care keep relationships meaningful.

LATER LIFE (61–75)

Respect for freedom and consistent care matter most. Stability and mutual respect define this stage.



Emotional presence is the missing piece

Women across the Nordics place presence, care and everyday responsibility at the core of balance in relationships. It's not about grand gestures, but about showing up where it matters.

WHAT DO YOU EXPECT A PARTNER TO TAKE RESPONSIBILITY FOR IN THE HOME AND IN EVERYDAY LIFE?

Women in the Nordics, age 18–75

Household chores (e.g., cleaning, cooking)	66%
Financial responsibility (e.g., money, budget)	62%
Emotional responsibility in the family (e.g., how others are feeling, moods)	47%
Everyday decisions in the home (e.g., who does what)	34%
Planning and logistics (e.g., shopping, schedule)	31%
Keeping track of the big picture (e.g., planning, reminding)	29%
Children's needs and activities (if there are children in the home)	26%
Flexibility to balance work and home	25%
Keeping in touch with family and friends	17%
Support for other adults nearby (e.g., parents, friends)	12%
Other	10%
Sustainable choices (e.g., recycling, food choices)	9%

7 in 10
expect partners to
share housework.

6 in 10
expect financial
responsibility.

5 in 10
expect emotional
responsibility for
the family.

Beyond the numbers

Insights drawn from what women say they agree with today

5 in 10

feel that parenting requires constant presence and commitment.

"In Denmark, discussions around 'mental load', fueled by major influencers, have made the country stand out in the Nordics. Women increasingly seek softer qualities in men, like care and emotional presence. Yet dating shows like "The Bachelorette" reveal that traditional masculine tactics still appeal, suggesting persistent double standards in expectations. This leaves men navigating how to find the right balance."

ANNE ESKEROD BORGSTRØM
Business Development Manager

Shifting Partnership Ideals

Partnership ideals in the Nordics are shifting. Balance, presence and fairness are at the core, yet expectations vary sharply. From Sweden's emotional demands to Finland's minimal standards.

Nordic contrasts at home

- Swedish women demand presence and emotions.
- Norwegian women insist on fairness at home.
- Finnish women keep expectations low.
- Danish women hold on to stability.

Generations set the tone

- 8 in 10 Norwegian women in their 30s expect partners to share housework.
- 7 in 10 young Swedish women want partners to take emotional responsibility.
- 3 in 10 Finnish women over 60 value emotional care, compared to nearly half in Norway.
- 5 in 10 Danish women over 60 still expect partners to provide financial stability.

The Soft Man isn't a dream. He's the demand: care, presence and fairness matter as much as money.

Key differences across the Nordics

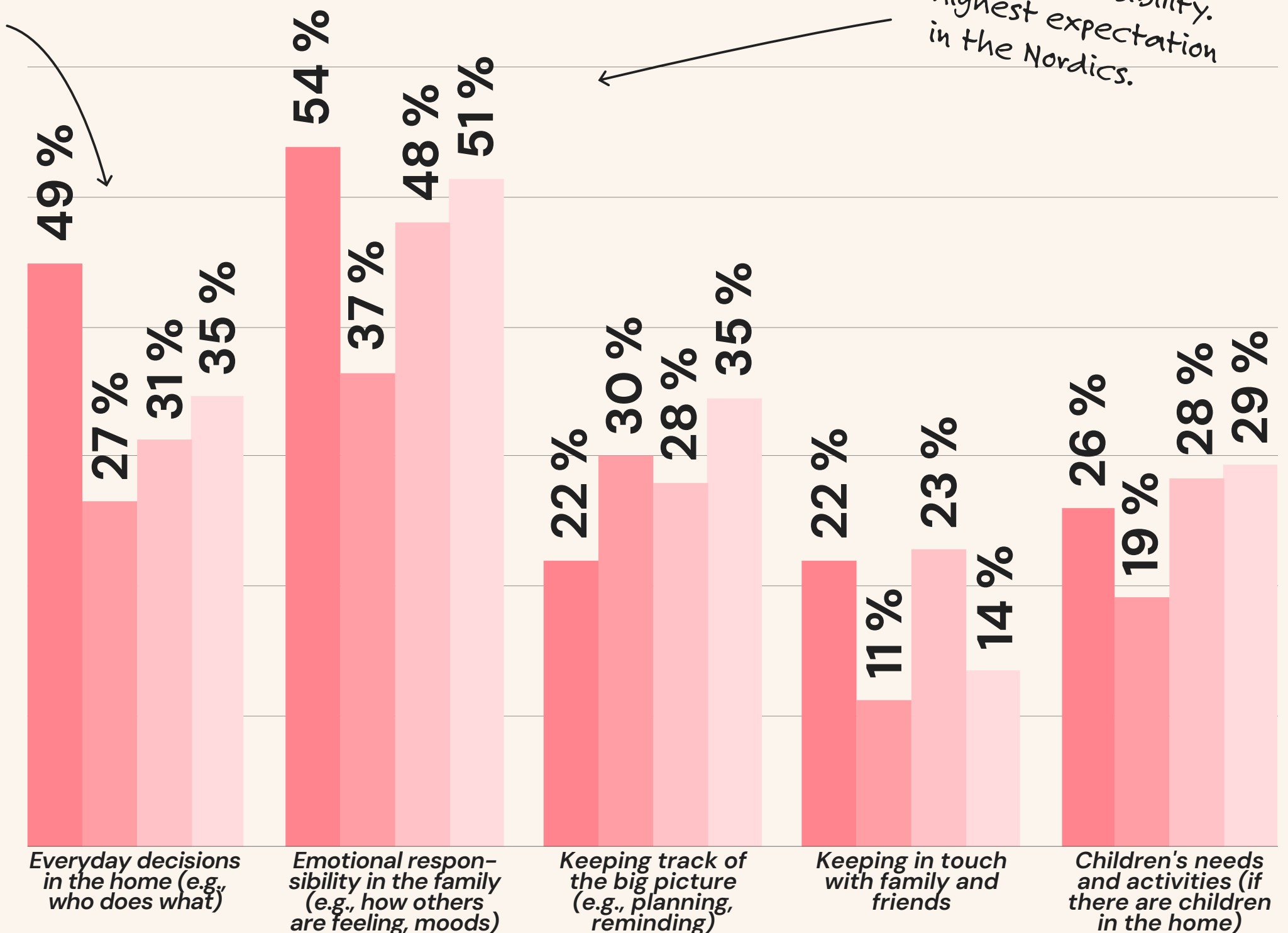
WHAT DO YOU EXPECT A PARTNER TO TAKE RESPONSIBILITY FOR IN THE HOME AND IN EVERYDAY LIFE?

Women aged 18–75 in each Nordic country

Denmark Finland Norway Sweden

3 in 10 Finnish women expect partners to take charge of everyday decisions. The lowest demand in the Nordics.

7 in 10 Swedish young women expect partners to take emotional responsibility. The highest expectation in the Nordics.



**A man who listens — I
mean really listens —
and truly cares, that's
unbeatable.**

Eva, 53, Norway

**I notice I don't expect
my partner to take as
much responsibility,
especially with
emotional support
and everyday
decisions.**

Aino, 29, Finland

"While in theory, Finns have a strong believe in equality also when it comes to household matters and decision-making, but in real life it is often the Finnish woman's world. This seems to be especially true for couples with children – women are the ones who often carry most of the responsibility on their shoulders. It could be pragmatism or just keeping up with tradition, who knows."

HANNALEENA KOSKINEN

SVP, Retail Media Business, Aller Media Nordic

"In Sweden, women have had good opportunities to combine career and family life thanks to well-developed and accessible childcare and an equal parental leave system. In that context, it feels natural that the focus is shifting toward the "unpaid work" at home, where studies show Sweden still has a long way to go. What's interesting is that it's the emotional investment from a partner that is highly valued. In public debate and in conversations among female friends, one often hears women lamenting being the one who has to buy gifts, call the mother-in-law, and pack the bag for football practice. I interpret it as being okay to take on the project manager role, as long as your partner is interested and engaged in your and the family's overall well-being."

MALIN ROOS

Editor-in-chief Femina Sweden

Women still run the show but on new terms

Women carry almost everything in everyday life. Now they demand more than doing. They ask for change. Not just for themselves, but for society. It is not only responsibility being shared. It is power being renegotiated.

The Gender Divide at Home

Men lead in three things:

- 1. Tech
- 2. Tools
- 3. Transfers

Women lead in everything else

“With the younger generation, the silence is broken. Invisible work isn’t just a whisper between couples anymore, it’s out there, even on TikTok’s #womeninmalefields, where women satirically re-enact the absurd moments men could trigger. It’s not just humor, it’s a sign that everyday relationship dynamics are being called out, debated and redefined.”

INGEBORG HELDAL
Editor-in-chief KK Norway

WHAT ARE YOU RESPONSIBLE FOR IN YOUR DAILY LIFE? Women in the Nordics, age 18–75 vs Men in the Nordics, age 18–75

	Female Nordic	Male Nordic
Cleaning, laundry, and everyday chores	81%	46 %
Food, shopping, and dinners	73 %	58 %
Finances and bills	58 %	67%
Planning daily schedules and activities	74%	48 %
Children's schedules and logistics *(if you have children)*	46 %	24%
Children's feelings and well-being *(if you have children)*	49%	21%
Other adults who need support	49%	31%
Be the one who listens and supports	63%	42%
Gifts, celebrations, and birthdays	79%	29%
Keeping in touch with family and friends	62%	33 %
Keep track of the big picture in everyday life	78%	49%
Technology and screens at home	47%	76%
Repairs, maintenance, and practical matters	43%	79%
The invisible work that no one notices	79%	51%

Scale for answering the question Z
Take full responsibility
Take most of the responsibility
Share equally
Take less responsibility
Take no responsibility at all
Combined results of 'Take full- to most of the responsibility'
Combined results of 'Take no- to less of the responsibility'

We have this digital list for groceries, toilet paper, you name it — everyone adds what’s needed. It’s a small thing, but it really helps spread the load.

Hilde, 31, Norway

**It's not about doing more, it's about
changing the game.**

It's about time, right!?

Lise, 63, Denmark

It's Not Just About the Money

From showing off to showing care

**I don't want money to
show off. Just enough
to stop worrying. And
say no when I need to.**

Maja, 46, Norway

The Economy of Meaning

Money no longer equals status. It signals freedom, balance and everyday joy. Women across the Nordics spend less to impress, more to care. Earning is less ambition, more agency. Status has shifted from showing off to showing care, from excess to meaning. For Finns, security dominates. Danes and Swedes value freedom and small escapes.

Signals in Motion

Trends from the outside world

THE VALUE SHIFT

Money once meant status. Now it's about meaning, care and the power to say no.

CHOICE AS LUXURY

Luxury used to be having everything. Today it is the agency to choose what matters.

QUIET COMFORT

Spending has moved from showing off to showing care. Indulgence is now found in simplicity.



When money becomes more than money

Money has become a question of health. Nearly half want to earn more not for status, but to reduce stress and feel secure. What was once about growth and ambition is now about balance, calm and resilience. Money is no longer just an economic issue; it's emotional capital.

Money on the mind

Across the Nordics, earning more is the top goal. But the strength of that wish differs.

- **Denmark** 4 in 10 want to earn more.
- **Finland** 5 in 10 want to earn more.
- **Norway** 4 in 10 want to earn more.
- **Sweden** 5 in 10 want to earn more.

HOW DO YOU FEEL ABOUT MONEY RIGHT NOW?

Women in the Nordics, age 18–75

Want to earn more	45%
Feel financially secure	34%
Feel financial stress	33%
Feel an increased need for financial security	31%
Want freedom – not wealth	26%
Worried about the future and how to save up	25%
Want to take control of my finances	25%
Proud to be independent	23%
Want to consume less and more sustainably	23%
Want to invest more	19%
Feel that money and status have become more important in society	15%
Curious about new ways to invest	9%
Ashamed of how I manage money	9%
Other	2%

5 in 10
want to earn more.
The top goal across
the Nordics.

I want to have financial freedom, but also have security and savings if something unexpected happens. It's a balance.

Yasmin, 22, Denmark

The Gender Divide in Money

Compared to men, women are more likely to want:

- More sustainable choices
- Less money stress
- Pride in independence

I just want to be the one calling the shots when it comes to my money. Well, my husband's too, if I'm being honest.

Sanna, 56, Finland

"While financial independence was once a top priority for women, it has become less of a pressing concern today. For most women, earning their own money and being self-sufficient is now the norm. Finnish women stand out, however, with a stronger ongoing need. At the same time, we see a clear trend – particularly among younger women – toward actively investing their own money to grow their wealth and gain freedom: freedom to take time off work, retire earlier, or pursue other dreams."

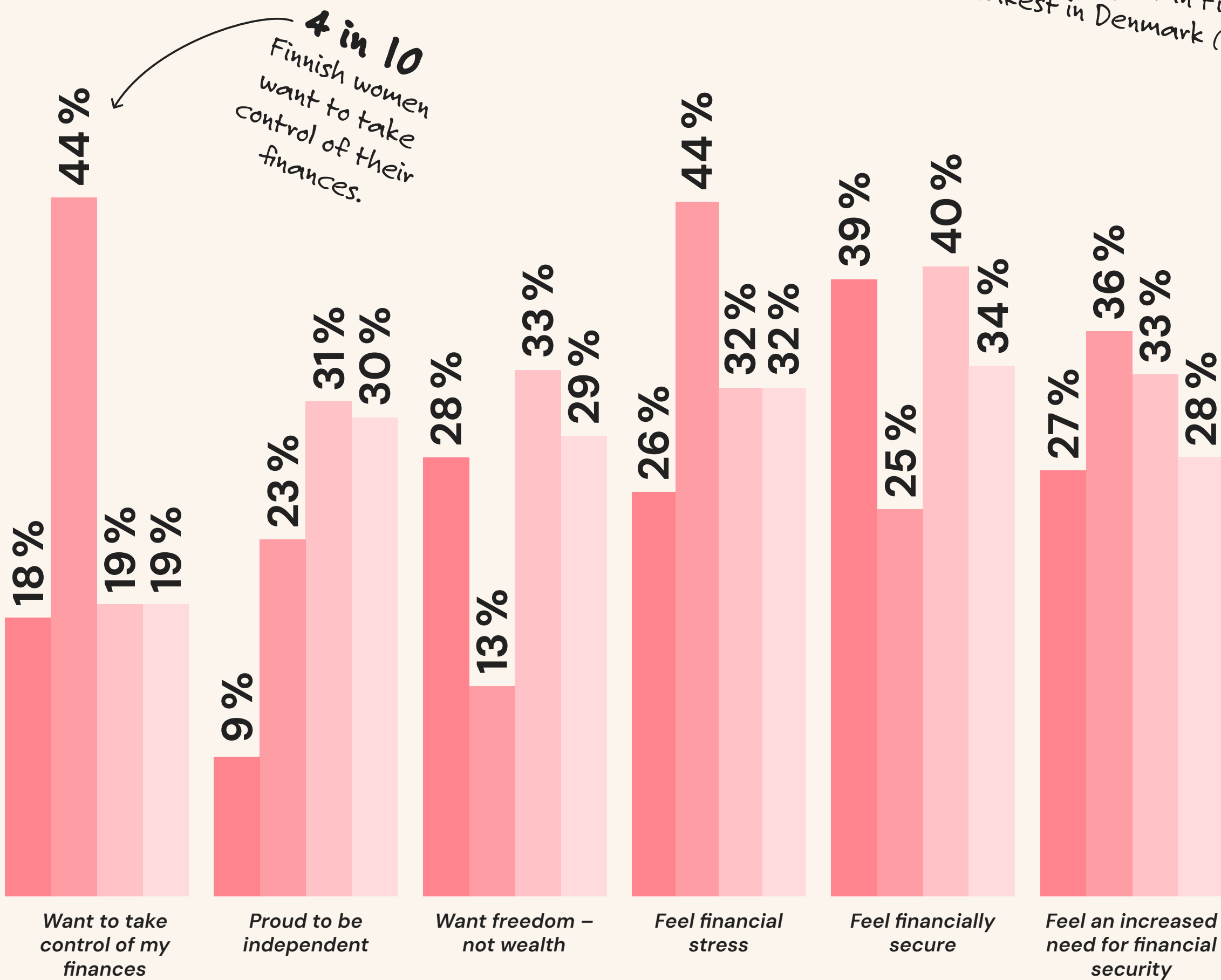
ANNE ESKEROD BORGSTRØM
Business Development Manager

Key differences across the Nordics

HOW DO YOU FEEL ABOUT MONEY RIGHT NOW?

Women aged 18–75 in each Nordic country

Denmark Finland Norway Sweden



The New Luxury is Choice

Different countries, different habits, yet the same search for balance. While Danes and Norwegians invest in travel, Swedes and Finns find joy in food and everyday comfort.

Personal pleasures by country

- **Denmark** Escape and experiences lead, signaling a desire for freedom.
- **Finland** Food anchors well-being, everyday comfort comes first.
- **Norway** Strong preference for travel, showing a need to recharge outside routines.
- **Sweden** A balance. Travel for joy, food for daily pleasure.

7 in 10
say travel and
experiences are
their favorite
way to spend.

6 in 10
say food brings
the most joy for
their money.

WHEN YOU GET TO CHOOSE FOR YOURSELF, WHAT DO YOU PREFER TO SPEND YOUR MONEY ON?

Women in the Nordics, age 18–75

Travel and experiences	70 %
Food and drink	59 %
Family and children	44 %
Culture and entertainment	33 %
Home and interior design	32 %
Health and fitness	30 %
Personal time and relaxation	26 %
Beauty and skincare	21 %
Fashion and shopping	21 %
Creativity and crafts	18 %
Sustainable consumption and second hand	14 %
Literature and newspapers	10 %
Learning and development	9 %
Technology and gadgets	6 %
Other	3 %
Career and work	2 %

**Most of my
money goes to
bread, cheese
and wine. And I
regret nothing.**

Ebba, 32, Sweden

One Nordic, many lifestyles.

Whether joy comes from food or from travel, the direction is the same: Spending less for prestige and more for balance.

1 in 10

women feel they spend an unreasonable amount of money on their appearance

When it comes to money, it feels difficult. I really enjoy spending money, so it's always a balance.

Kristine, 26, Norway

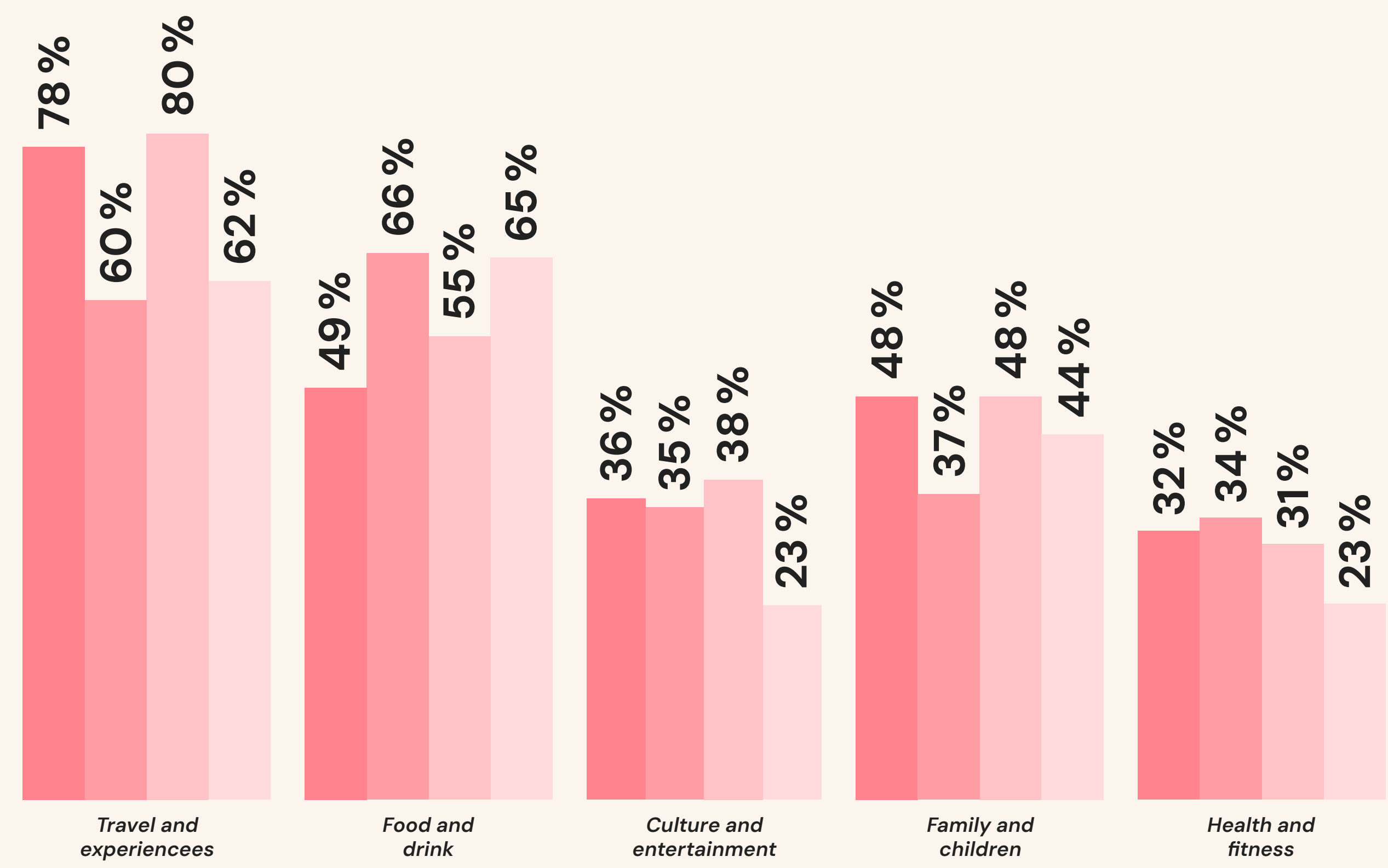
"In the Nordics, women make most of the everyday purchases. What to eat, what to buy and what to do in everyday life. These choices ripple out into bigger trends. Money is no longer about owning more, but about choosing differently. Second-hand instead of new. Food as everyday luxury. Experiences over things. Women are not just consumers. They are cultural shapers, driving a wider value shift from status to balance, from ownership to well-being."

HANNALEENA KOSKINEN
SVP, Retail Media Business, Aller Media Nordic

Key differences across the Nordics

WHEN YOU GET TO CHOOSE FOR YOURSELF, WHAT DO YOU PREFER TO SPEND YOUR MONEY ON?
Women aged 18–75 in each Nordic country

Denmark Finland Norway Sweden



Money on Their Minds

How Women Think and Spend Across Generations. From ambition to assurance, money shifts across the ages. From stress and identity to security and balance.

How Women Feel About Money Right Now

YOUNG WOMEN (18–29)

Ambitious but anxious. Most want to earn more, yet many feel stress and uncertainty about the future.

BALANCING YEARS (30–45)

Practical and pressured. Seeking control over finances while juggling family and high stress.

MIDLIFE PRIORITIES (46–60)

Security and balance matter most. Stability and sustainable choices rise, while money anxiety starts to ease.

TIME ON THEIR TERMS (61–75)

Confidence replaces stress. Less about earning more, more about safety, independence and everyday quality.

What Women Prefer to Spend Money On

YOUNG WOMEN (18–29)

Spend big on travel, fashion and beauty. It's about lifestyle, identity and self-expression.

BALANCING YEARS (30–45)

Family, home and food dominate. Everyday needs mix with lifestyle investments.

MIDLIFE PRIORITIES (46–60)

Health, culture and relaxation rise, while family and food remain steady anchors.

TIME ON THEIR TERMS (61–75)

Less about acquiring, more about well-being and independence. Everyday quality and conscious choices set the tone.



Bodies, Borders and Becoming

From criticism to acceptance

You try to be kind to your body, but it's hard. Everyone's on Ozempic, wrinkle-free and glowing. Still, something's shifting. The lowkey glow-up pressure is starting to feel old. So old. Bring on the natural bodies already, please!

Anna, 21, Finland

Tired of the Mirror

The body is no longer a project. Women are tired of ideals and the constant gaze. They want to function, not impress. Breathe, not optimise. This tension sparks new energy: soft, strong, hormonal, human. Neo-abundance replaces glow-up with rituals, regeneration and honesty. What comes next is real. Younger women feel the pressure most, but also push hardest for change.

Signals in Motion

Trends from the outside world

FUNCTION OVER FORM

The body is no longer judged as an object. It is valued for what it can do, not how it looks.

THE END OF THE GLOW-UP

Optimisation once promised empowerment. Now it feels exhausting, and being real has become the rebellion.

NEO-ABUNDANCE

Abundance used to mean excess. Today it is about rituals, regeneration and doing less but feeling more.



Body Talk, Rewritten

Beauty ideals are losing their grip. Peace is the new perfection. Function matters more than form. At the same time, social feeds grow thinner, and quick fixes rise.

WHAT BEST DESCRIBES YOUR RELATIONSHIP WITH YOUR BODY?
Women in the Nordics, age 18–75

I am often critical of how my body looks	42 %
I am grateful that I am healthy	42 %
I actively work on accepting my body as it is	39 %
I worry about how the body will function over time	37 %
I feel comfortable in my body	27 %
I feel that I do not fit into the prevailing body ideal	26 %
Living with physical illness or pain	23 %
I feel secure in my body	21 %
I am proud of my body	12 %
I see the body more as a function than a form	11 %
My body does not affect how I see myself	8 %
I do not think much about my body	8 %
Other	1 %

The body mindset today

1 out of 10

are proud of their body.

4 out of 10

are actively working to accept their body as it is.

4 out of 10

are grateful for being healthy.

4 out of 10

are critical of how their body looks.

2 out of 10

are curious about weightloss medications (e.g. Ozempic).

1 out of 10

see their body more as a function than a form.

“The pressure is double. Social feeds are full of thinner-than-ever bodies, wrinkle-free faces, and celebrities slimming on Ozempic. At the same time, women push back. Saying no to filters, no to fillers. Pamela Anderson’s bare-faced moment became a symbol, even if she’s still white, slim, beautiful. That’s the paradox. Resisting takes strength. It’s not about perfection anymore, but about keeping it real. And keeping a body that works.”

MALIN ROOS
Editor-in-chief Femina Sweden

When I start feeling grateful for my body, I just don't crave junk food as much. Instead, I want to take care of it, dance, and listen to what it really needs.

Layla, 42, Sweden

From Pressure to Peace

Across the Nordics, body confidence takes different forms. Some focus on acceptance, others on comfort, pride or health. The common ground: learning to live with, not against, the body.

Nordic Contrasts

What body confidence looks like across the Nordics

- **Norway:** Most grateful for health (5 in 10).
- **Finland:** Work hardest on acceptance (4 in 10).
- **Denmark:** Feel most comfortable (3 in 10).
- **Sweden:** Most proud of their body (2 in 10).

I try to remind myself that my body does what it's supposed to every day. It works, and for that, I'm grateful.

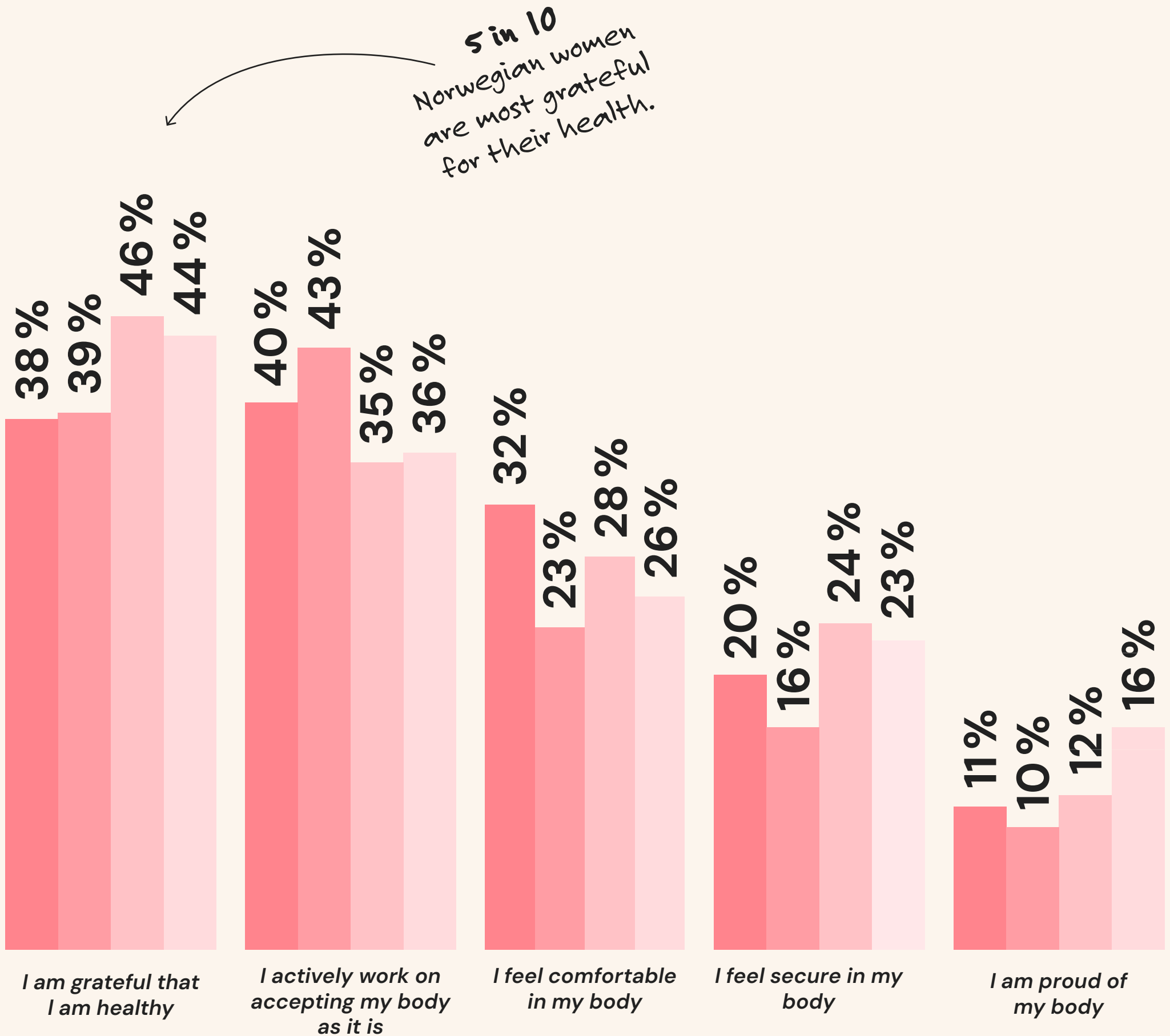
Astrid, 64, Norway

Key differences across the Nordics

WHAT BEST DESCRIBES YOUR RELATIONSHIP WITH YOUR BODY?

Women aged 18–75 in each Nordic country

Denmark **Finland** **Norway** **Sweden**



8 truths about Nordic body attitudes

What women say no to — and what they want more of

8 in 10

are tired of society's obsession with physical appearance.

7 in 10

want to see more natural bodies in their social media feed.

7 in 10

reject extreme slimness. Especially younger women.

7 in 10

embrace natural beauty ideals. Support is strongest in Finland.

9 in 10

push back on children using beauty products.

8 in 10

say no to fillers or Botox. Strongest among older women, youngest Finns most open.

8 in 10

push back on filters that alter looks (e.g. TikTok, Snapchat).

5 in 10

question health advice on social media. Younger women more positive, older more critical.



Same body. New dreams.

Across generations and countries, people want different things but all crave a freer, more effortless way to live in their body.

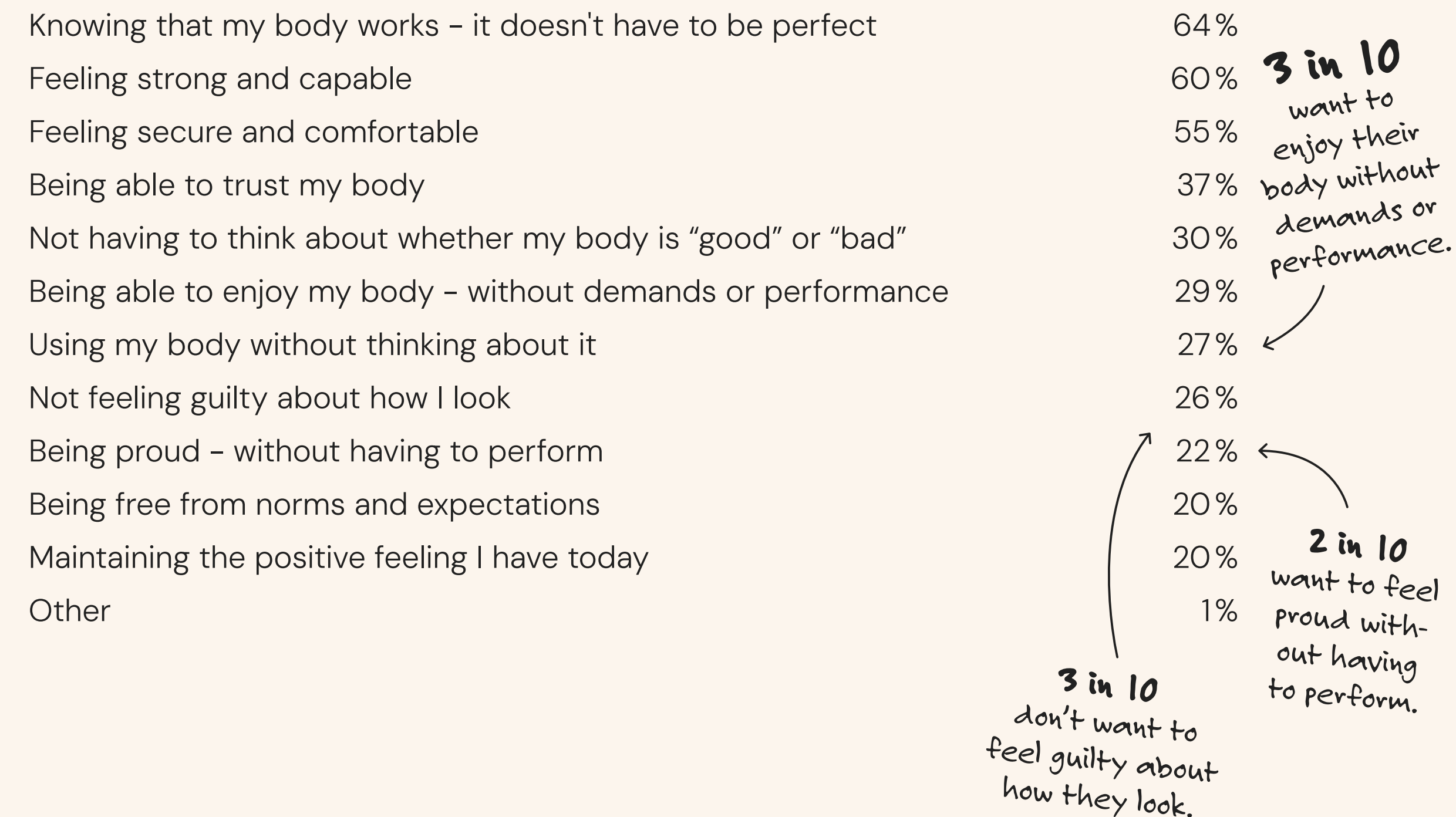
The body mindset tomorrow

Across the Nordics, earning more is the top goal. But the strength of that wish differs.

- **6 in 10** want to simply know their body works. No need for perfection.
- **6 in 10** want to feel strong and capable.
- **6 in 10** want to feel secure and comfortable.
- **3 in 10** want to stop thinking about whether their body is 'good' or 'bad'.
- **3 in 10** want to be able to trust their body.

HOW WOULD YOU PREFER TO FEEL ABOUT YOUR BODY GOING FORWARD?

Women in the Nordics, age 18–75



I've had four kids. These days, confidence is not peeing myself at the pool. It's not sexy, it's just sanity.

Mette, 46, Denmark

It would be nice to see more companies talking more about the female cycle. Health and food companies for example. And magazines, instead of just talking about weight loss.

Kristine, 26, Norway

A paradox of our time

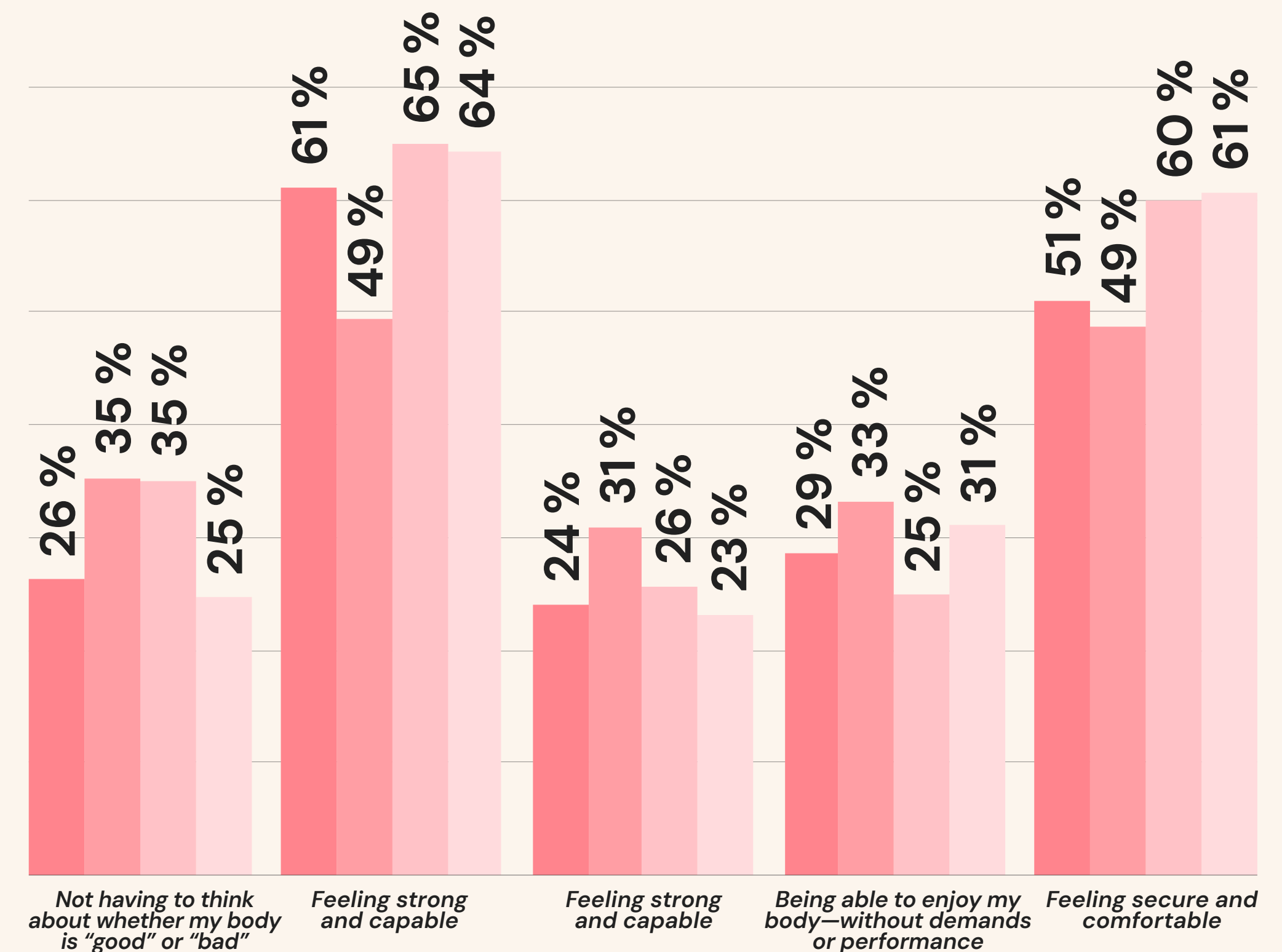
The body ahead is about freedom, trust and strength. At the same time, new quick fixes tempt. It's not a simple story. Liberation and control live side by side.

Key differences across the Nordics

HOW WOULD YOU PREFER TO FEEL ABOUT YOUR BODY GOING FORWARD?

Women aged 18–75 in each Nordic country

Denmark Finland Norway Sweden



The Body on Their Minds

From criticism to calm, from striving to trust.

How Women Feel About Their Bodies Right Now

YOUNG WOMEN (18–29)

Critical and striving. Many work on acceptance, few feel secure.

MIDLIFE PRIORITIES (46–60)

Less focus on appearance, more on health and function. Gratitude is rising.

BALANCING YEARS (30–45)

Pulled between ideals and reality. Criticism lingers, but acceptance grows.

TIME ON THEIR TERMS (61–75)

Calm and grateful. The body is seen more as function than form.

What Women Want From Their Bodies Going Forward

YOUNG WOMEN (18–29)

Strength and ease. A wish to stop judging their bodies as “good” or “bad”.

MIDLIFE PRIORITIES (46–60)

Function over perfection. Trust is more important than pressure.

BALANCING YEARS (30–45)

Balance between strength, comfort and simply working bodies.

TIME ON THEIR TERMS (61–75)

Acceptance and gratitude. A wish to hold on to the positive feeling they already have.

“When it comes to beauty ideals, the female paradoxes are perhaps most evident. This double gaze, reinforced by social media, means we constantly reflect on ourselves. We know the ‘right’ thing to say or think is ‘naturalness and body neutrality’, yet the world around us tells a different story. More and more beauty clinics appear on every corner, fashion weeks are still dominated by ultra-thin models, and skin is expected to look hydrated and ‘summer-kissed.’ In reality, very little has changed: we are still subject to ever-growing beauty ideals. Shame and guilt are perhaps even amplified by the fact that we ‘shouldn’t’ want a better appearance.”

ANNE ESKEROD BORGSTRØM
Business Development Manager



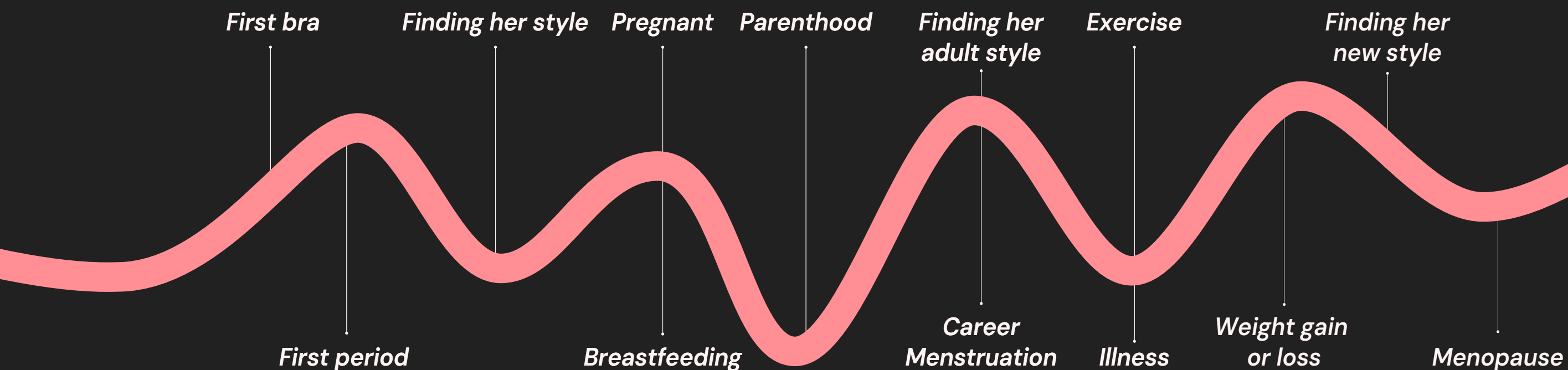
There's a right body and a wrong one. No one says it out loud. For a while it was boobs and butts. Now it's bones again. TikTok is flooded with pro-ana content and comments like 'she's giving bones'.

Johanne, 25, Denmark

Diving deeper with Lindex

From a girl's first bra to menopause wear, Lindex is driven by the ambition to support women through every stage of life. This is a genuine purpose supported by Aller Media and brought to life in the upcoming sponsored deep dive.

Drive meaningful change for women – so that every woman can enjoy life, in harmony with her body



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LINDEX



Beauty & body ideals

DID YOU KNOW?

6 out of 10 Nordic women feel their well-being is negatively affected by the beauty-related ideals/body ideals in society to some extent.

Among younger women, the proportion is even higher: **8 out of 10** Nordic women aged 18–45 are negatively affected to some extent by beauty-related ideals/body ideals. The share decreases with increasing age.

“Driving meaningful change for women is at the heart of everything we do at Lindex. We have both a responsibility and an opportunity to reshape how women relate to their bodies — so that every woman can enjoy life in harmony with her body. Knowing that so many women are negatively affected by body ideals, the urgency for change is clear. That’s why we stand beside women in all stages of life, supporting her needs every step of the way — by designing innovative products, creating solutions for everyday life, offering inclusive size ranges, and representing diverse bodies and looks in our communication. We’ve taken many important steps in the right direction, but we know there is still more to do, and we’re committed to continuing the journey.”

SUSANNE EHNBAĞE, CEO OF LINDEX

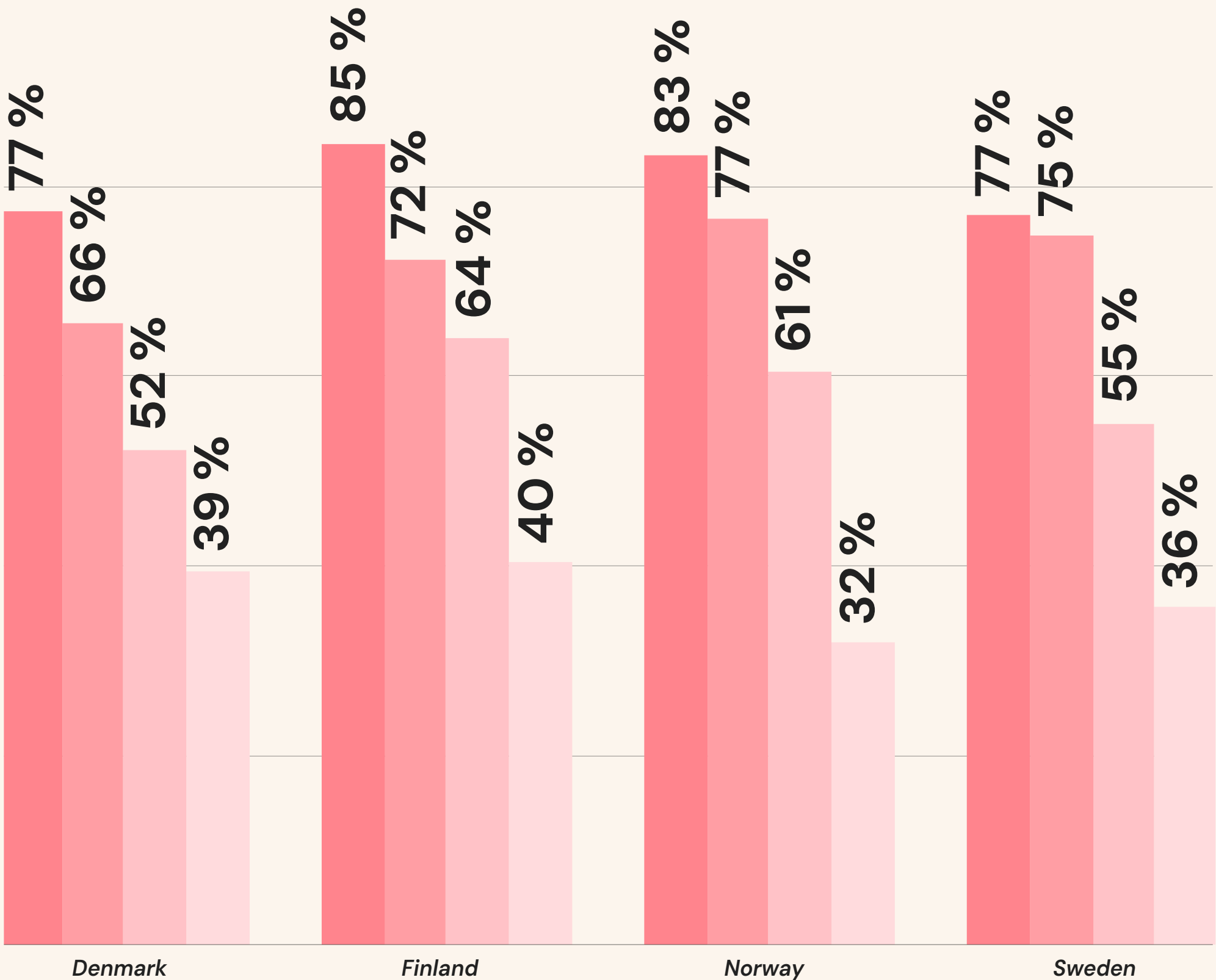
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Key differences across age groups in the Nordics

TO WHAT EXTENT DO YOU FEEL THAT YOUR WELL-BEING IS NEGATIVELY AFFECTED BY THE BEAUTY-RELATED IDEALS/BODY IDEALS THAT PREVAIL IN SOCIETY?

Women – Often/all the time/sometimes

18–29 yo 30–45 yo 46–60 yo 61–75 yo



Menstruation and it's impact

DID YOU KNOW?

4 out of 10 Nordic women in the age 18–45 are affected negatively by menstruation often or all the time.

Among younger women in the Nordics, the negative impact of menstruation is stronger, **45%** of Nordic women in the age 18–29 are affected.

“Menstruation is a natural part of life for almost half of the world’s population, lasting for years—yet its impact on daily life is often underestimated. For many women, it brings challenges that affect everyday life, and even more so for younger women. We actively work to increase and promote menstrual health, and we want all women to feel confident no matter the time of the month. At Female Engineering, Lindex’s femtech brand, we are committed to enhancing women’s daily lives with, e.g., patented, revolutionary period panties. Developed with scientists, textile engineers, underwear experts, and leading industry partners, they combine comfort, performance and reliability. These innovative panties empower women to move freely, stay active and feel confident every day.”

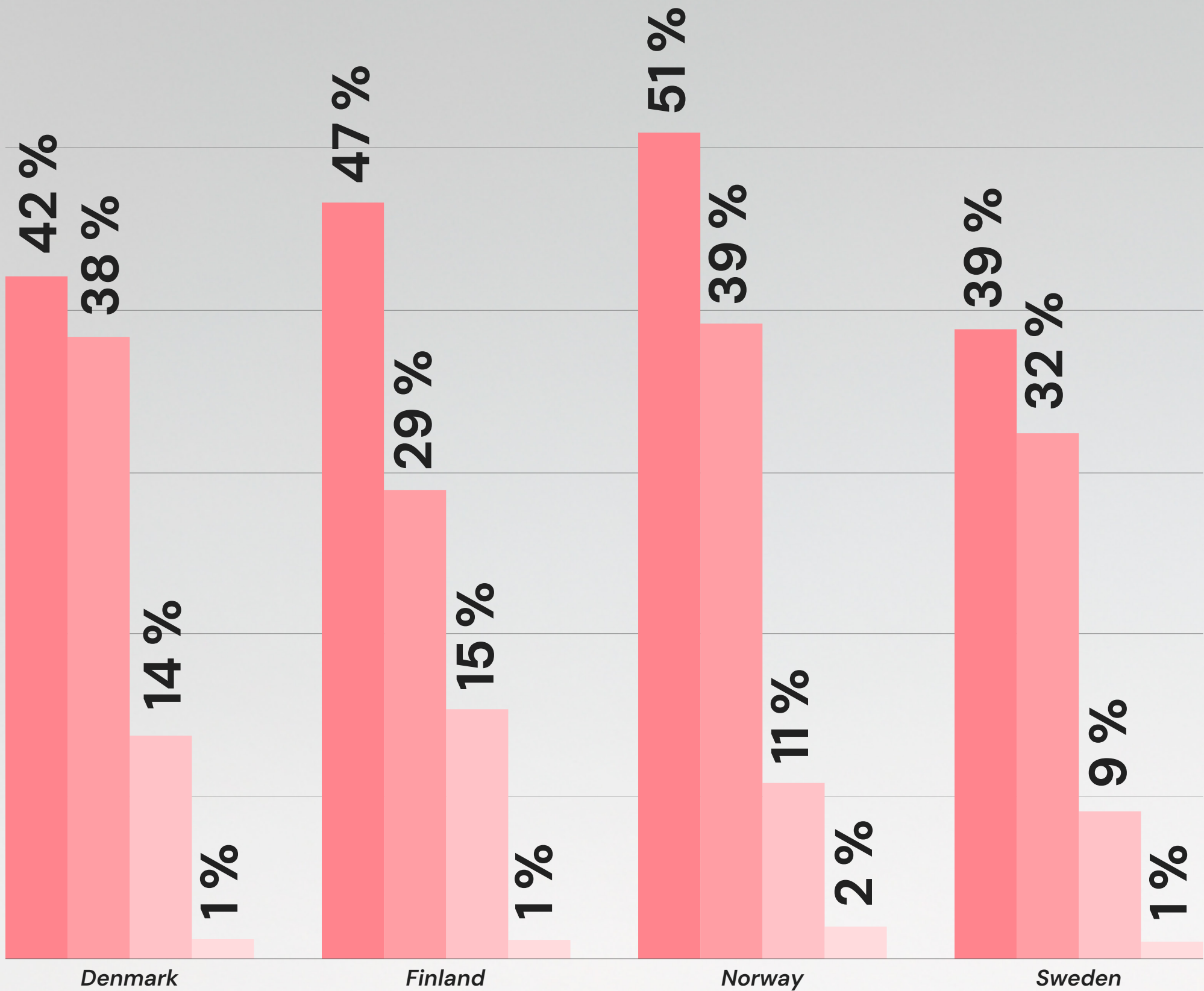
**EBBA LO, INNOVATION & BUSINESS MANAGER,
FEMALE ENGINEERING AT LINDEX**

Key differences across age groups in the Nordics – Menstruation

TO WHAT EXTENT DO YOU FEEL THAT HORMONAL CHANGES HAVE A NEGATIVE IMPACT ON YOUR EVERYDAY LIFE (E.G., WORK, SCHOOL, LEISURE TIME, ACTIVITIES, RELATIONSHIPS)?

Women – Often/all the time/sometimes

18–29 yo 30–45 yo 46–60 yo 61–75 yo



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Premenopause and menopause and it's impact

“Hormonal changes during key life stages such as premenopause and menopause affect most women, influencing daily routines, comfort and overall well-being. This natural phase is often surrounded by silence and stigma, and symptoms like hot flashes and night sweats can impact quality of life. At Female Engineering, a femtech brand by Lindex, we address these challenges by dedicating years of research to develop products that help to relieve the effects of symptoms. Our Engineered Anti-Flush™ clothing line is built on research, patented technology, and advanced materials. It helps regulate body temperature, transport heat and moisture, and provide warmth during chills. Our mission is to empower women to feel comfortable, confident, and in control at every stage of life.”

EBBA LO, INNOVATION & BUSINESS MANAGER, FEMALE ENGINEERING AT LINDEX

DID YOU KNOW?

- 3 out of 4** Nordic women feel that hormonal changes have a negative impact on their everyday life to some extent (PMS, menstruation, premenopause, menopause, pregnancy).
- 1 out of 3** Nordic women in the age 46–60 are affected negatively by premenopause/menopause often or all the time.

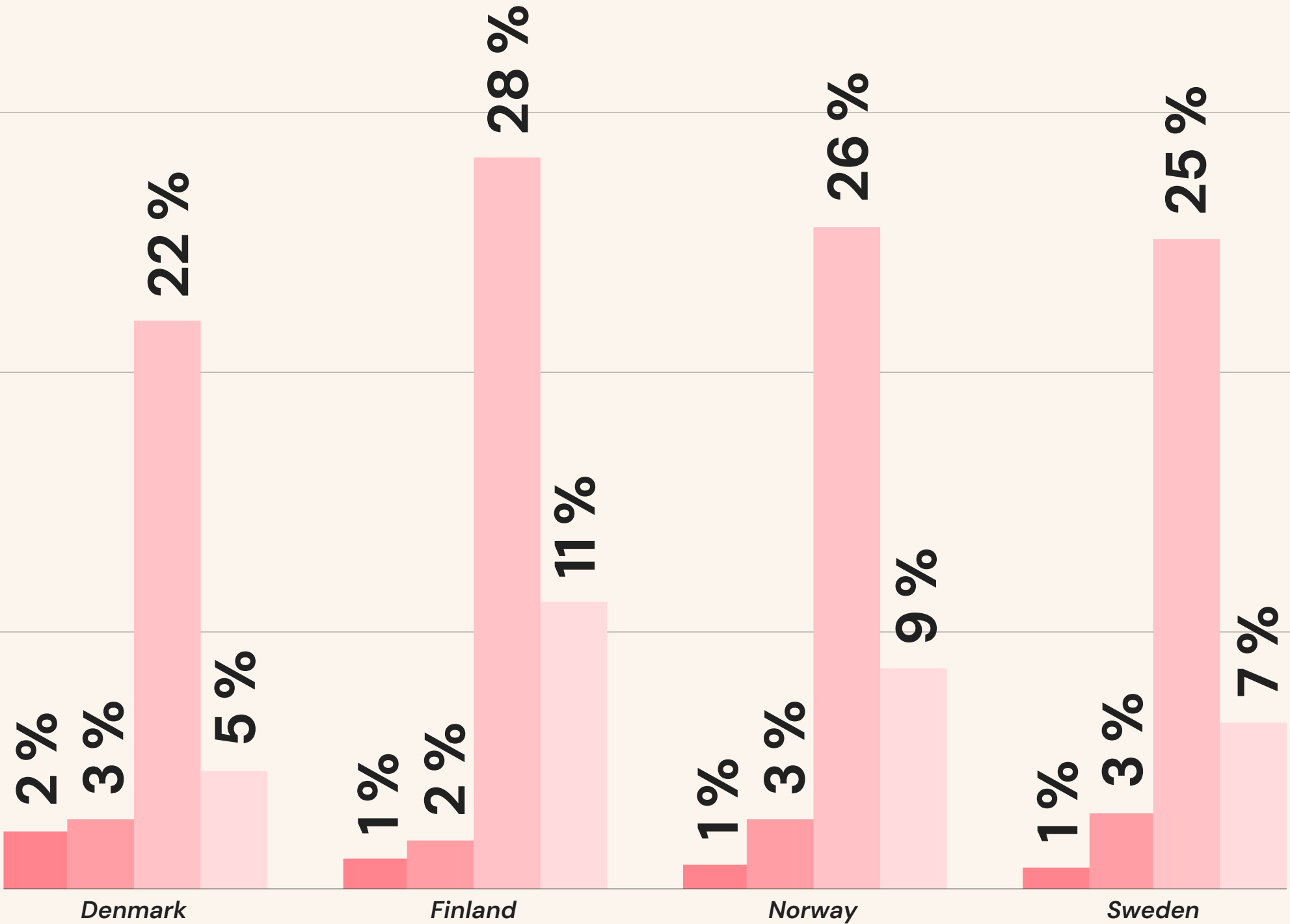
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Key differences across age groups in the Nordics – Menopause

TO WHAT EXTENT DO YOU FEEL THAT HORMONAL CHANGES HAVE A NEGATIVE IMPACT ON YOUR EVERYDAY LIFE (E.G., WORK, SCHOOL, LEISURE TIME, ACTIVITIES, RELATIONSHIPS)?

Women – Often/all the time/sometimes

18–29 yo 30–45 yo 46–60 yo 61–75 yo



Hormonal health and support

"Hormonal health is with us every day, yet it's still a topic we rarely talk about—especially at work. At Lindex, we're curious and committed to exploring this area further, because we believe that understanding and openness can make a real difference. We want to create a workplace where conversations around hormonal health are welcomed, and where knowledge leads to better support. We may not have all the answers, but we know we can do something—and we're already seeing how tailored products and increased awareness can help. This is just the beginning."

SUSANNE EHNBAÅGE, CEO OF LINDEX

DID YOU KNOW?

56 % of Nordic women think that an increased understanding from employers would benefit them with hormonal problems.

48 % of Nordic women think that physical products tailored to hormonal needs would help them with their hormonal problems.

5 % of Nordic women rank employers, companies and brands as the number one responsible for increasing knowledge and understanding of women's hormonal health in society.

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WHO DO YOU THINK SHOULD TAKE MORE RESPONSIBILITY FOR INCREASING KNOWLEDGE AND UNDERSTANDING OF WOMEN'S HORMONAL HEALTH IN SOCIETY?

Nordic women, age 18–75, RANK 1

Healthcare	41%
Government and authorities	25%
Women themselves	15%
School staff/school health team	8%
Employers	4%
Media	3%
Influencers/profiles in health	2%
Companies and brands	1%

TO WHAT EXTENT DO YOU THINK THE FOLLOWING OPTIONS COULD HELP YOU WITH HORMONAL PROBLEMS?

Nordic women, age 18–75, Top-box (4+5)

Support from healthcare services	79%
Better information/knowledge sharing from experts	70%
Support and knowledge from friends or relatives	59%
More flexible working hours	57%
Increased understanding from employers	56%
Physical products tailored to hormonal needs	48%
Hormone therapy or medication	48%
Dietary supplements and/or dietary adjustments	43%
Meeting places/communities	41%



Conclusion

For 150 years, Aller Media has inspired, informed, and listened to women. Our close relationship with the audience gives us deep insight as well as the ability to influence. That is both a privilege and a responsibility.

This report is more than numbers and trends. It is a mirror of women's realities and a map of what's next. It shows the tensions shaping life in the Nordics today: freedom and pressure, equality and dependence, health and overload. It reveals how women think about balance, relationships, money, and their bodies, and how these attitudes are contradictory and shifting.

There is much more to explore than what fits in these pages. Behind every chart and quote lies a deeper story. Reach out to us to access extended material and tailored presentations.

We hope this report becomes a practical tool for you working towards a female target group, helping you understand, connect with, and create real value for women in the Nordics.

Because when we listen to her voice, we shape her future.



THE
**NORDIC
WOMEN
REPORT**
2025

