



Euromonitor
International

Health and Wellness in Finland

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Health and Wellness in Finland

EXECUTIVE SUMMARY

Health and wellness benefit from clear claims and mainstream appeal

INDUSTRY PERFORMANCE

Health claims remain key purchase drivers across food and drinks in Finland
Plant-based, free-from and fortified/functional claims gain scale through quality and accessibility

WHAT'S NEXT

Plant-based and fortified/functional claims will support innovation across food and drink in Finland

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HW Hot Drinks in Finland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Organic, fortified/functional and no caffeine claims drive hot drinks in Finland

INDUSTRY PERFORMANCE

Fortified/functional and natural hot drinks are the focus of innovation in 2024
Organic claims strengthen sustainability and premium positioning in Finland's hot drinks
No caffeine hot drinks gained sophistication as health and wellness trends shaped innovations

WHAT'S NEXT

Low and no sugar, natural ingredients and functional benefits will support growth
Combining organic with functional and sustainability features is set to strengthened consumer appeal
Natural and no caffeine claims will reinforce health positioning in Finnish hot drinks

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HW Soft Drinks in Finland

KEY DATA FINDINGS

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Functionality, low sugar, and premium innovation support health claims in 2024

INDUSTRY PERFORMANCE

Functionality, low sugar and hydration drive innovation across soft drinks in Finland
No sugar claims expands across all soft drink categories as consumers demand rises
High-caffeine functionality supports ongoing growth of the energy boosting claim

WHAT'S NEXT

Functional innovation is set to accelerate growth and support health claims across soft drinks

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[HW Snacks in Finland](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Snacks evolve as high fibre, plant-based, and low fat claims gain momentum

INDUSTRY PERFORMANCE

Snack innovation combines health, functionality, and indulgent flavours with natural ingredients

High fibre and gluten free claims appeal to consumers looking to support digestive health

Vegan claims gain momentum, driven by consumer values and plant-based innovation

WHAT'S NEXT

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[HW Dairy Products and Alternatives in Finland](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Lactose free, low fat, and functional innovations drive sales in dairy products and alternatives

INDUSTRY PERFORMANCE

Health claims support innovation and sales within dairy products and alternatives

Lactose-free becomes a mainstream claim across dairy products in Finland

Dietary guidelines and broad availability reinforce demands for low fat claims

WHAT'S NEXT

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[HW Cooking Ingredients and Meals in Finland](#)

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Lactose free, gluten free and heart-symbol products drive innovation in 2024

INDUSTRY PERFORMANCE

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Lactose free options expand, supporting the strength of the claim in Finland

The growing popularity of gluten free premium options in cooking ingredients and meals

WHAT'S NEXT

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HW Staple Foods in Finland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Gluten free and functional claims support sales and innovation in staple foods

INDUSTRY PERFORMANCE

Fortified/functional innovation drives growth in staple foods in Finland during 2024

The gluten free claim benefits from ongoing innovation within baked goods

Oats and whole grains support sales of the high fibre claim in Finland

WHAT'S NEXT

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Ongoing demand for gluten free staple foods will be driven by health needs and innovation

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