

Other Dairy in Finland

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Value sales of other dairy rise in 2025, supported by convenience and health trends
Valio Oyj continues to lead other dairy despite rising competition from private label
Hypermarkets maintain the lead in other dairy sales, but retail e-commerce drives growth

PROSPECTS AND OPPORTUNITIES

Other dairy is set for steady growth, driven by the protein trend and convenience
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Flavour and experience-driven innovation will become essential in other dairy

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DISCLAIMER

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Summary 1 - Research Sources

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