



Rice, Pasta and Noodles in Finland

November 2025

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2025 DEVELOPMENTS

Convenience and health drive growth in rice, pasta and noodles in 2025

INDUSTRY PERFORMANCE

Convenience driven cooking lifts value sales of rice, pasta and noodles in 2025

Convenience and flavour innovation drive dynamic growth in rice and noodles

WHAT'S NEXT?

Premiumisation and convenience are set to drive value growth in rice, pasta and noodles

Gluten-free and superfood varieties will drive innovation in pasta and rice products

Sustainability and energy efficiency are set to fuel innovation in domestic production

COMPETITIVE LANDSCAPE

Lantmännen Cerealia Oy consolidates its lead through strategic acquisition and a focus on sustainability

Suomen Nestlé Oy drives dynamic growth through innovative Maggi product launches

CHANNELS

Hypermarkets remains the leading channel offering a wide range of goods at affordable prices

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EXECUTIVE SUMMARY

Evolving consumer priorities impact the sales of staple foods in Finland 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Value sales of staple foods decline amid price sensitivity and health driven shifts

Sustainability, convenience and flavour profiles influence sales in staple foods in Finland

Health and wellness concerns shape buying habits within staple foods in 2025

WHAT'S NEXT?

Premiumisation and home cooking is set to support steady value growth in staple foods

Convenience is set to shape staple food innovation across the forecast period

Health and wellness is set to accelerate innovation and influence consumer choices

COMPETITIVE LANDSCAPE

S Group strengthens its leadership with an extensive portfolio of private label products

Meeat Food Tech Oy drives growth through plant-based alternatives

CHANNELS

Hypermarkets maintains its lead in distribution through appealing price points and loyalty schemes

Growth for retail e-commerce is driven by a wide product selection and rapid delivery services

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