



Processed Fruit and Vegetables in Finland

November 2025

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Processed Fruit and Vegetables in Finland - Category analysis

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2025 DEVELOPMENTS

Processed fruit and vegetables record strong growth driven by health trends and convenience

INDUSTRY PERFORMANCE

Updated dietary guidelines and convenience trends drive growth in processed fruit and vegetables

Frozen berries drive value growth within processed fruit and vegetables in Finland

WHAT'S NEXT?

Convenience and premiumisation are set to support value growth across the forecast period

Health and wellness trends are expected to shape future innovation in processed fruit and vegetables

Sustainability and health priorities are set to influence packaging innovation in Finland

COMPETITIVE LANDSCAPE

S Group strengthens its leadership through a strong private label performance and a focus on Finnish origin

McCain Foods Nordic drives strong momentum through quality, variety and robust distribution

CHANNELS

Hypermarkets retains its leadership through a wide range and strong value appeal

Retail e-commerce accelerates growth by meeting rising demand for convenience

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Staple Foods in Finland - Industry Overview

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

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