



Edible Oils in Finland

November 2025

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Edible Oils in Finland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Cost-conscious consumers trading down while ready meals pose competition

INDUSTRY PERFORMANCE

Rising convenience and price sensitivity weigh on edible oil sales

Health, heritage and convenience drive growth for rapeseed oil in 2025

WHAT'S NEXT?

Growth in edible oils is set to be driven by premiumisation, health and sustainability

Emphasis on health, wellness, and convenience will drive innovation in edible oils

Sustainability and domestic sourcing are expected to drive innovation in edible oils

COMPETITIVE LANDSCAPE

Kesko Oyj leads edible oils with a diverse range of private label offerings

S Group emerges as the most dynamic player, offering three distinct private label ranges

CHANNELS

Hypermarkets lead edible oil sales through a wide selection and competitive pricing

Retail e-commerce gains ground in edible oils as convenience and assortment drive growth

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Cooking Ingredients and Meals in Finland - Industry Overview

EXECUTIVE SUMMARY

Stagnation linked to price-sensitivity although demand for convenience benefits sales

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Value sales remain stagnant during ongoing price sensitivity in Finland

Convenience remains a key driver of sales for cooking ingredients and meals

Health and wellness continues to influence product development

WHAT'S NEXT?

Premiumisation is expected to drive value growth in cooking ingredients and meals

Domestic origin and sustainability will remain key competitive strategies

Retail e-commerce and discounters are set to drive subtle shifts in distribution dynamics

COMPETITIVE LANDSCAPE

Kesko Oyj strengthens its lead through trusted private labels and consumer driven innovation

Niche players drive dynamic growth in cooking ingredients and meals during 2025

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