



Euromonitor  
International

# Cooking Ingredients and Meals in Finland

November 2025

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## Cooking Ingredients and Meals in Finland

### 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

#### CHANNELS

Hypermarkets lead sales as consumers appreciate the wide selection and affordable price points

Retail e-commerce was the most dynamic channel in 2025 driven by convenience

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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

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## KEY DATA FINDINGS

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On-the-go consumption increases with consumers seeking balanced nutrition

## INDUSTRY PERFORMANCE

Value sales of ready meals and soups rise in Finland as convenience and nutrition drive growth  
Pizza leads growth in meals and soups as innovation and collaborations fuel demand

## WHAT'S NEXT?

Premiumisation and convenience trends are set to drive growth over the forecast period  
Health features and wellness properties will remain key in meals and soups  
Innovation in meals and soups is expected to focus on domestic origin

## COMPETITIVE LANDSCAPE

Kesko marginally overtakes Saariöinen Oy in meals and soups through private label innovation  
Mestari Forsman stands out as the most dynamic player, offering premium, locally sourced and sustainable offerings

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Lower unit prices and discounting drive sales

### INDUSTRY PERFORMANCE

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Other sauces and condiments drive dynamic growth through innovation and convenience

### WHAT'S NEXT?

Health, convenience and global flavours are expected to drive growth in sauces, dips and condiments

Health and wellness trends are set to drive innovation in sauces and condiments

Sustainability and ethical responsibility will drive brand initiatives in sauces, dips and condiments

### COMPETITIVE LANDSCAPE

Orkla Foods Finland retains its leadership through health, sustainability, and long-standing brand trust

Domus Aromatica and Fine Foods drive growth through flavour innovation and category expansion

### CHANNELS

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### Sweet Spreads in Finland

#### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Natural and low sugar options appeal

#### INDUSTRY PERFORMANCE

Price increases and demand for natural ingredients support value growth in sweet spreads

Nut and seed-based spreads drive growth as Finns seek protein-rich and versatile options

#### WHAT'S NEXT?

Premiumisation and domestic production will drive value growth in sweet spreads

Health and wellness trends are set to shape innovation within sweet spreads

Sustainability and eco-friendly packaging are expected to drive innovation in sweet spreads

#### COMPETITIVE LANDSCAPE

S Group maintains its leadership through its strong private label performance

Hunajainen SAM Oy achieves the strongest value growth through product diversity and consumer trust

#### CHANNELS

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