



Staple Foods in Finland

November 2025

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Staple Foods in Finland

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

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

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

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Chilled meat and seafood substitutes drive dynamic growth, boosted by innovation, sustainability and broad consumer appeal

WHAT'S NEXT?

Premiumisation, innovation and convenience are set to drive growth across the forecast period

Health and wellness innovations are set to drive product development across meat and seafood categories

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COMPETITIVE LANDSCAPE

Atria Suomi Oy maintains its leadership in 2025, supported by ongoing product innovation

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Convenience and flavour innovation drive dynamic growth in rice and noodles

WHAT'S NEXT?

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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

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