



Euromonitor
International

Meals and Soups in Finland

November 2025

Table of Contents

Meals and Soups in Finland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

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 Saarioinen 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

CHANNELS

Hypermarkets maintains its lead in meals and soups despite slight share erosion in 2025

Retail e-commerce outpaces other channels as consumers prioritise convenience

CATEGORY DATA

Table 1 - Sales of Meals and Soups by Category: Volume 2020-2025

Table 2 - Sales of Meals and Soups by Category: Value 2020-2025

Table 3 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025

Table 4 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 5 - Sales of Chilled Ready Meals by Ethnicity: % Value 2020-2025

Table 6 - Sales of Frozen Ready Meals by Ethnicity: % Value 2020-2025

Table 7 - Sales of Soup by Leading Flavours: Rankings 2020-2025

Table 8 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 9 - LBN Brand Shares of Meals and Soups: % Value 2022-2025

Table 10 - Distribution of Meals and Soups by Format: % Value 2020-2025

Table 11 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 12 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 13 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 14 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

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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

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

MARKET DATA

Table 15 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025
Table 16 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025
Table 17 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025
Table 18 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025
Table 19 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025
Table 20 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025
Table 21 - Penetration of Private Label by Category: % Value 2020-2025
Table 22 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025
Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030
Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030
Table 25 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030
Table 26 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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