



Euromonitor
International

HW Dairy Products and Alternatives in Finland

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Lactose free, low fat, and functional innovations drive sales in dairy products and alternatives

INDUSTRY PERFORMANCE

Health claims support innovation and sales within dairy products and alternatives
Lactose-free becomes a mainstream claim across dairy products in Finland
Dietary guidelines and broad availability reinforce demands for low fat claims

WHAT'S NEXT

Plant based and organic innovations are set to rise in dairy products and alternatives
Lactose free dairy is set to remain a key driver of health-focused innovation
Innovations in low fat products are expected to integrate additional health and wellness claims

CATEGORY DATA

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Health and Wellness in Finland - Industry Overview

EXECUTIVE SUMMARY

Health and wellness benefit from clear claims and mainstream appeal

INDUSTRY PERFORMANCE

Health claims remain key purchase drivers across food and drinks in Finland
Plant-based, free-from and fortified/functional claims gain scale through quality and accessibility

WHAT'S NEXT

Plant-based and fortified/functional claims will support innovation across food and drink in Finland

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