



**Euromonitor
International**

HW Cooking Ingredients and Meals in Finland

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Lactose free, gluten free and heart-symbol products drive innovation in 2024

INDUSTRY PERFORMANCE

The heart symbol, plant based claims and functional ingredients support sales in 2024
Lactose free options expand, supporting the strength of the claim in Finland
The growing popularity of gluten free premium options in cooking ingredients and meals

WHAT'S NEXT

Opportunities are set to rise for plant based and health focused innovations in Finland
Lactose free innovations are set to support ongoing sales of the claim
Gluten free products are set to remain a key focus as demand rises for popular dietary trends

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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