

# Vending in Finland

February 2025

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#### Vending in Finland - Category analysis

### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Vending sales stagnate in 2024 Major soft drinks players remain in the lead Narrow range on offer through vending machines

#### PROSPECTS AND OPPORTUNITIES

Moderate growth expected over the forecast period Despite growth prospects, vending will remain a niche category Legislation may have an impact on sales

#### CHANNEL DATA

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Retail in 2024: The big picture Domestic giants continue leading retail in Finland Still room for growth in e-commerce What next for retail?

#### **OPERATING ENVIRONMENT**

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