



Health and Wellness in Finland

August 2024

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Health and Wellness in Finland

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Health and wellness in focus
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Blood pressure and cholesterol levels
Diabetes prevalence

DISCLAIMER

HW Hot Drinks in Finland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Organic still the leading health and wellness claim in hot drinks by a wide margin
Products with functional benefits and less or no caffeine continue to gain popularity
Hot drinks with sugar-related claims profit from growing concerns about obesity

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