

Juice in Finland

November 2024

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Juice in Finland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Retail volume declines as juice suffers from an unhealthy image

Players focus on sugar free launches to attract health-conscious consumers

Demand for functional and fortified options that align with health demands

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Local production and domestic ingredients remain key sales points over the forecast period

Private label lines focus on fortified innovations to gain ground

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