



# Edible Oils in Finland

October 2024

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## Edible Oils in Finland - Category analysis

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#### 2024 DEVELOPMENTS

Edible oils achieves a positive performance despite challenges seen within olive oil

Rapeseed oil benefits from the decline of olive oil

Private labels and domestic brands resonate well with consumers

#### PROSPECTS AND OPPORTUNITIES

Domestic brands emphasise their locality and tell their stories to resonate with local consumers

An array of new products expected as the Rainbow brand is phased out

Ongoing developments expected, such as new formats, flavour profiles, and sustainability drives

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