



**Euromonitor
International**

Edible Oils in Finland

October 2024

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KEY DATA FINDINGS

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
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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/edible-oils-in-finland/report.