



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Finland

July 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Mixed performance in 2024
- Flavour remains key manufacturer focus
- Health and wellness trends shape new product development

PROSPECTS AND OPPORTUNITIES

- Personalised packaging and limited editions will drive modest growth
- Domestic origin will become increasingly important
- Products with a healthier positioning will continue to gain traction

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Snacks in Finland - Industry Overview

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-finland/report.