



Sweet Spreads in Finland

October 2024

Table of Contents

Sweet Spreads in Finland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sweet spreads fares extremely well, thanks to ongoing product launches
Sophisticated products launched in jams and preserves, with an emphasis on domestic production
New flavour profiles remain key to attracting consumers' attention, with low-sugar options also popular

PROSPECTS AND OPPORTUNITIES

Local honey will remain the most popular, with a wide range to choose from
Private label continues to appeal thanks to affordable prices and good quality
Sustainability trends inspire new packaging formats

CATEGORY DATA

- Table 1 - Sales of Sweet Spreads by Category: Volume 2019-2024
- Table 2 - Sales of Sweet Spreads by Category: Value 2019-2024
- Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2019-2024
- Table 5 - Sales of Jams and Preserves by Leading Flavours: Rankings 2019-2024
- Table 6 - NBO Company Shares of Sweet Spreads: % Value 2020-2024
- Table 7 - LBN Brand Shares of Sweet Spreads: % Value 2021-2024
- Table 8 - Distribution of Sweet Spreads by Format: % Value 2019-2024
- Table 9 - Forecast Sales of Sweet Spreads by Category: Volume 2024-2029
- Table 10 - Forecast Sales of Sweet Spreads by Category: Value 2024-2029
- Table 11 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2024-2029
- Table 12 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2024-2029

Cooking Ingredients and Meals in Finland - Industry Overview

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2024: The big picture
Key trends in 2024
Competitive landscape
Channel developments
What next for cooking ingredients and meals?

MARKET DATA

- Table 13 - Sales of Cooking Ingredients and Meals by Category: Volume 2019-2024
- Table 14 - Sales of Cooking Ingredients and Meals by Category: Value 2019-2024
- Table 15 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2019-2024
- Table 16 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2019-2024
- Table 17 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2020-2024
- Table 18 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2021-2024
- Table 19 - Penetration of Private Label by Category: % Value 2019-2024
- Table 20 - Distribution of Cooking Ingredients and Meals by Format: % Value 2019-2024
- Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2024-2029
- Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2024-2029
- Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2024-2029
- Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2024-2029

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SOURCES

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