



**Euromonitor  
International**

# Processed Meat, Seafood and Alternatives To Meat in Finland

November 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

Players vie for share in a mature category in 2024  
Innovation continues apace in plant-based meat substitutes  
Convenience remains a key trend as Finns dine at home

PROSPECTS AND OPPORTUNITIES

Local production will remain popular with Finnish consumers  
Private label will continue offering on trend product that affordable prices  
Sustainability initiatives set to become more common as players seek to differentiate

CATEGORY DATA

- Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2019-2024
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- Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2019-2024
- Table 5 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2019-2024
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- Table 12 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2019-2024
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Staple Foods in Finland - Industry Overview

EXECUTIVE SUMMARY

Key trends in 2024  
Staple foods in 2024: The big picture  
Competitive Landscape  
Channel developments  
What next for staple foods?

MARKET DATA

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## SOURCES

### Summary 1 - Research Sources

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