



# HW Snacks in Finland

August 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

High fibre remains the leading health and wellness claim in snacks

More novel health claims seen in gum as use of xylitol increases in other categories

Interest in vegan snacks continues to rise

### PROSPECTS AND OPPORTUNITIES

Gluten free poised to become the top health and wellness claim in snacks

Low fat snacks should continue to witness high levels of new product development

Nutrient-rich snacks with preventive and functional health claims set to perform well

### CATEGORY DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2023

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## Health and Wellness in Finland - Industry Overview

### EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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