



Euromonitor
International

HW Snacks in Finland

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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

DISCLAIMER

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