



Euromonitor
International

HW Dairy Products and Alternatives in Finland

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

No sugar, no added sugar and low sugar varieties continue to gain popularity
Lactose free still the top health and wellness claim in dairy products and alternatives
Finns show increasing interest in products with immune support claims

PROSPECTS AND OPPORTUNITIES

Fat- and salt-related claims expected to become more prominent
Consumption of vegan and plant-based products set to continue rising steadily
High fibre dairy products and alternatives retain solid growth potential

CATEGORY DATA

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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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