



# 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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