



Euromonitor
International

HW Cooking Ingredients and Meals in Finland

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Lactose free still the leading health and wellness claim in cooking ingredients and meals

Local rapeseed oil products with heart health benefits continue to win over Finns

Demand for gluten free products remains strong

PROSPECTS AND OPPORTUNITIES

Low sugar and no added sugar options likely to make gains in sweet spreads

Consumption of plant-based and vegan varieties set to continue rising

Finns expected to show growing interest in products with skin health claims

CATEGORY DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 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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