



Euromonitor
International

HW Staple Foods in Finland

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Gluten free remains the top health and wellness claim in staple foods
Products made with oats are prominent among new launches in multiple categories
Consumers continue to show strong interest in plant-based options

PROSPECTS AND OPPORTUNITIES

Obesity concerns will continue to buoy demand for low fat staple foods
Heart Symbol will remain a highly desirable accolade for producers
Dairy free options retain solid growth potential

CATEGORY DATA

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

Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2023

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Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2023-2028

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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