



# 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

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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

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