



Euromonitor
International

Health and Wellness in Finland

August 2024

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EXECUTIVE SUMMARY

- Health and wellness in focus
- Consumer weight trends
- Consumer diet trends
- Health-related deaths
- Blood pressure and cholesterol levels
- Diabetes prevalence

DISCLAIMER

HW Hot Drinks in Finland

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Organic still the leading health and wellness claim in hot drinks by a wide margin
- Products with functional benefits and less or no caffeine continue to gain popularity
- Hot drinks with sugar-related claims profit from growing concerns about obesity

PROSPECTS AND OPPORTUNITIES

- Private label penetration likely to rise across health and wellness hot drinks
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- Obesity concerns boost consumption of weight management soft drinks

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