



# Health and Wellness in Finland

January 2026

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## Health and Wellness in Finland

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Health and wellness benefit from clear claims and mainstream appeal

### INDUSTRY PERFORMANCE

Health claims remain key purchase drivers across food and drinks in Finland

Plant-based, free-from and fortified/functional claims gain scale through quality and accessibility

### WHAT'S NEXT

Plant-based and fortified/functional claims will support innovation across food and drink in Finland

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## HW Hot Drinks in Finland

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Organic, fortified/functional and no caffeine claims drive hot drinks in Finland

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Organic claims strengthen sustainability and premium positioning in Finland's hot drinks

No caffeine hot drinks gained sophistication as health and wellness trends shaped innovations

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Dietary guidelines and broad availability reinforce demands for low fat claims

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#### INDUSTRY PERFORMANCE

Fortified/functional innovation drives growth in staple foods in Finland during 2024

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Oats and whole grains support sales of the high fibre claim in Finland

#### WHAT'S NEXT

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