



# Sauces, Dips and Condiments in Finland

November 2025

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## Sauces, Dips and Condiments in Finland - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Lower unit prices and discounting drive sales

#### INDUSTRY PERFORMANCE

Value sales of sauces, dips and condiments decline despite steady volume growth

Other sauces and condiments drive dynamic growth through innovation and convenience

#### WHAT'S NEXT?

Health, convenience and global flavours are expected to drive growth in sauces, dips and condiments

Health and wellness trends are set to drive innovation in sauces and condiments

Sustainability and ethical responsibility will drive brand initiatives in sauces, dips and condiments

#### COMPETITIVE LANDSCAPE

Orkla Foods Finland retains its leadership through health, sustainability, and long-standing brand trust

Domus Aromatica and Fine Foods drive growth through flavour innovation and category expansion

#### CHANNELS

Hypermarkets retain the lead in sauces, dips and condiments despite slight share erosion

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## Cooking Ingredients and Meals in Finland - Industry Overview

### EXECUTIVE SUMMARY

Stagnation linked to price-sensitivity although demand for convenience benefits sales

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Value sales remain stagnant during ongoing price sensitivity in Finland

Convenience remains a key driver of sales for cooking ingredients and meals

Health and wellness continues to influence product development

#### WHAT'S NEXT?

Premiumisation is expected to drive value growth in cooking ingredients and meals

Domestic origin and sustainability will remain key competitive strategies

Retail e-commerce and discounters are set to drive subtle shifts in distribution dynamics

## COMPETITIVE LANDSCAPE

Kesko Oyj strengthens its lead through trusted private labels and consumer driven innovation

Niche players drive dynamic growth in cooking ingredients and meals during 2025

## CHANNELS

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