



**Euromonitor  
International**

# Cheese in Finland

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales of cheese remains stable as players focus on premium innovation to drive growth  
Dairy giant Valio Oy retain its lead while private label players gain share  
Supermarkets lead cheese distribution in 2025, but face rising competition from retail e-commerce and discounters

PROSPECTS AND OPPORTUNITIES

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Health and wellness trends will continue in cheese, but flavour and texture remain key  
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DISCLAIMER

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