



Drinking Milk Products in Finland

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Drinking milk sales decline as consumers shift towards plant-based and shelf-stable alternatives
Valio Oy strengthens its leadership in drinking milk while private label also gain ground
Hypermarkets lead drinking milk distribution, while retail e-commerce gains momentum

PROSPECTS AND OPPORTUNITIES

Low-level growth is forecast for drinking milk amid rising plant-based competition
Health and wellness benefits are expected to drive new product development in dairy chocolate drinks
Sustainable and ethical drinking milk is set to drive customer loyalty

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Dairy Products and Alternatives in Finland - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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