



**Euromonitor
International**

Breakfast Cereals in Finland

November 2025

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Breakfast Cereals in Finland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health, convenience and innovation shape breakfast cereals in Finland

INDUSTRY PERFORMANCE

Breakfast cereals decline in Finland amid health trends and shifting consumer habits

RTE cereals drive growth in Finland's breakfast cereals, led by flakes

WHAT'S NEXT?

Premiumisation and healthier options are expected to support growth in Finland's breakfast cereals

Health-conscious and indulgent innovations are set to shape breakfast cereal launches

Domestic origin and ethical credentials will continue to drive innovation in breakfast cereals

COMPETITIVE LANDSCAPE

S Group strengthens its leadership in breakfast cereals with domestic and private label innovation

Dr Oetker Suomi and Arvid Nordquist lead value growth in breakfast cereals

CHANNELS

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Evolving consumer priorities impact the sales of staple foods in Finland 2025

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Value sales of staple foods decline amid price sensitivity and health driven shifts

Sustainability, convenience and flavour profiles influence sales in staple foods in Finland

Health and wellness concerns shape buying habits within staple foods in 2025

WHAT'S NEXT?

Premiumisation and home cooking is set to support steady value growth in staple foods

Convenience is set to shape staple food innovation across the forecast period

Health and wellness is set to accelerate innovation and influence consumer choices

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S Group strengthens its leadership with an extensive portfolio of private label products

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