



Euromonitor
International

Baby Food in Finland

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising value sales despite declining birth rates as consumers appreciate convenience
Suomen Nestlé Oy dominates sales, while Valio Oy records the strongest growth
Hypermarkets maintain its lead but lose share to discounters and retail e-commerce

PROSPECTS AND OPPORTUNITIES

Baby food is projected to grow as parents remain willing to invest in value
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Growth for retail e-commerce is set to be supported by convenience and curated offerings

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Dairy Products and Alternatives in Finland - Industry Overview

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DISCLAIMER

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Summary 1 - Research Sources

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