



# Processed Fruit and Vegetables in Finland

November 2025

Table of Contents

## Processed Fruit and Vegetables in Finland - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Processed fruit and vegetables record strong growth driven by health trends and convenience

#### INDUSTRY PERFORMANCE

Updated dietary guidelines and convenience trends drive growth in processed fruit and vegetables

Frozen berries drive value growth within processed fruit and vegetables in Finland

#### WHAT'S NEXT?

Convenience and premiumisation are set to support value growth across the forecast period

Health and wellness trends are expected to shape future innovation in processed fruit and vegetables

Sustainability and health priorities are set to influence packaging innovation in Finland

#### COMPETITIVE LANDSCAPE

S Group strengthens its leadership through a strong private label performance and a focus on Finnish origin

McCain Foods Nordic drives strong momentum through quality, variety and robust distribution

#### CHANNELS

Hypermarkets retains its leadership through a wide range and strong value appeal

Retail e-commerce accelerates growth by meeting rising demand for convenience

#### CATEGORY DATA

Table 1 - Sales of Processed Fruit and Vegetables by Category: Volume 2020-2025

Table 2 - Sales of Processed Fruit and Vegetables by Category: Value 2020-2025

Table 3 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2020-2025

Table 4 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2020-2025

Table 5 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2020-2025

Table 6 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2021-2025

Table 7 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2022-2025

Table 8 - Distribution of Processed Fruit and Vegetables by Format: % Value 2020-2025

Table 9 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2025-2030

Table 10 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2025-2030

Table 11 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2025-2030

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## Staple Foods in Finland - Industry Overview

### EXECUTIVE SUMMARY

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

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

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

## COMPETITIVE LANDSCAPE

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

Meeat Food Tech Oy drives growth through plant-based alternatives

## CHANNELS

Hypermarkets maintains its lead in distribution through appealing price points and loyalty schemes

Growth for retail e-commerce is driven by a wide product selection and rapid delivery services

## MARKET DATA

Table 13 - Sales of Staple Foods by Category: Volume 2020-2025

Table 14 - Sales of Staple Foods by Category: Value 2020-2025

Table 15 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 16 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 18 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 21 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 22 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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## SOURCES

Summary 1 - Research Sources

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