



Yoghurt and Sour Milk Products in Finland

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Heightened health awareness drives sales of yoghurt and sour milk products in 2025

Valio Oyj maintains its leadership while competition from private label ranges rises

Hypermarkets lead sales of yoghurt and sour milk products while retail e-commerce records growth

PROSPECTS AND OPPORTUNITIES

Modest growth is expected amid rising competition and evolving preferences

Health and wellness is expected to remain a defining trend in yoghurt and sour milk products

Sustainability is set to remain a key focus in yoghurt and sour milk products

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