



Euromonitor  
International

# Edible Oils in Finland

November 2025

Table of Contents

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Cost-conscious consumers trading down while ready meals pose competition

#### INDUSTRY PERFORMANCE

Rising convenience and price sensitivity weigh on edible oil sales

Health, heritage and convenience drive growth for rapeseed oil in 2025

#### WHAT'S NEXT?

Growth in edible oils is set to be driven by premiumisation, health and sustainability

Emphasis on health, wellness, and convenience will drive innovation in edible oils

Sustainability and domestic sourcing are expected to drive innovation in edible oils

#### COMPETITIVE LANDSCAPE

Kesko Oyj leads edible oils with a diverse range of private label offerings

S Group emerges as the most dynamic player, offering three distinct private label ranges

#### CHANNELS

Hypermarkets lead edible oil sales through a wide selection and competitive pricing

Retail e-commerce gains ground in edible oils as convenience and assortment drive growth

#### CATEGORY DATA

Table 1 - Sales of Edible Oils by Category: Volume 2020-2025

Table 2 - Sales of Edible Oils by Category: Value 2020-2025

Table 3 - Sales of Edible Oils by Category: % Volume Growth 2020-2025

Table 4 - Sales of Edible Oils by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Edible Oils: % Value 2021-2025

Table 6 - LBN Brand Shares of Edible Oils: % Value 2022-2025

Table 7 - Distribution of Edible Oils by Format: % Value 2020-2025

Table 8 - Forecast Sales of Edible Oils by Category: Volume 2025-2030

Table 9 - Forecast Sales of Edible Oils by Category: Value 2025-2030

Table 10 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Edible Oils by Category: % Value Growth 2025-2030

#### COUNTRY REPORTS DISCLAIMER

## Cooking Ingredients and Meals in Finland - Industry Overview

### EXECUTIVE SUMMARY

Stagnation linked to price-sensitivity although demand for convenience benefits sales

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Value sales remain stagnant during ongoing price sensitivity in Finland

Convenience remains a key driver of sales for cooking ingredients and meals

Health and wellness continues to influence product development

#### WHAT'S NEXT?

Premiumisation is expected to drive value growth in cooking ingredients and meals

Domestic origin and sustainability will remain key competitive strategies

Retail e-commerce and discounters are set to drive subtle shifts in distribution dynamics

## COMPETITIVE LANDSCAPE

Kesko Oyj strengthens its lead through trusted private labels and consumer driven innovation

Niche players drive dynamic growth in cooking ingredients and meals during 2025

## CHANNELS

Hypermarkets lead sales as consumers appreciate the wide selection and affordable price points

Retail e-commerce was the most dynamic channel in 2025 driven by convenience

## MARKET DATA

Table 12 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 13 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 14 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 16 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 17 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 18 - Penetration of Private Label by Category: % Value 2020-2025

Table 19 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 20 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

## SOURCES

Summary 1 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/edible-oils-in-finland/report](http://www.euromonitor.com/edible-oils-in-finland/report).