



Euromonitor
International

Sweet Biscuits, Snack Bars and Fruit Snacks in Finland

July 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Incorporation of confectionery and indulgence boosts snack bars

Fazer Makeiset invests in regular updates

Popping products into baskets during weekly shops boosts large modern grocery retailers

PROSPECTS AND OPPORTUNITIES

Enhanced indulgence and sensory experiences to stimulate retail value sales

Strong health and wellness to colour new product development

Sustainability remains important to manufacturers and consumers alike

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-finland/report.