



**Euromonitor
International**

Sweet Spreads in Finland

November 2025

Table of Contents

Sweet Spreads in Finland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Natural and low sugar options appeal

INDUSTRY PERFORMANCE

Price increases and demand for natural ingredients support value growth in sweet spreads

Nut and seed-based spreads drive growth as Finns seek protein-rich and versatile options

WHAT'S NEXT?

Premiumisation and domestic production will drive value growth in sweet spreads

Health and wellness trends are set to shape innovation within sweet spreads

Sustainability and eco-friendly packaging are expected to drive innovation in sweet spreads

COMPETITIVE LANDSCAPE

S Group maintains its leadership through its strong private label performance

Hunajainen SAM Oy achieves the strongest value growth through product diversity and consumer trust

CHANNELS

Hypermarkets remain the leading distribution channel for sweet spreads despite a slight share decline

Retail e-commerce records a dynamic performance as convenience and platform expansion boost demand

CATEGORY DATA

Table 1 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 2 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 5 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 6 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 7 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 8 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 9 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 10 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 11 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

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

Table 14 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

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

Table 16 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 18 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

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

Table 20 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

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

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

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

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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