



Euromonitor
International

Cooking Ingredients and Meals in Finland

November 2025

Table of Contents

Cooking Ingredients and Meals in Finland

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 1 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025
- Table 2 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025
- Table 3 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025
- Table 4 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025
- Table 5 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025
- Table 6 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025
- Table 7 - Penetration of Private Label by Category: % Value 2020-2025
- Table 8 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025
- Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030
- Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030
- Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030
- Table 12 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Edible Oils in Finland

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 13 - Sales of Edible Oils by Category: Volume 2020-2025
Table 14 - Sales of Edible Oils by Category: Value 2020-2025
Table 15 - Sales of Edible Oils by Category: % Volume Growth 2020-2025
Table 16 - Sales of Edible Oils by Category: % Value Growth 2020-2025
Table 17 - NBO Company Shares of Edible Oils: % Value 2021-2025
Table 18 - LBN Brand Shares of Edible Oils: % Value 2022-2025
Table 19 - Distribution of Edible Oils by Format: % Value 2020-2025
Table 20 - Forecast Sales of Edible Oils by Category: Volume 2025-2030
Table 21 - Forecast Sales of Edible Oils by Category: Value 2025-2030
Table 22 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030
Table 23 - Forecast Sales of Edible Oils by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Meals and Soups in Finland](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

On-the-go consumption increases with consumers seeking balanced nutrition

INDUSTRY PERFORMANCE

Value sales of ready meals and soups rise in Finland as convenience and nutrition drive growth
Pizza leads growth in meals and soups as innovation and collaborations fuel demand

WHAT'S NEXT?

Premiumisation and convenience trends are set to drive growth over the forecast period
Health features and wellness properties will remain key in meals and soups
Innovation in meals and soups is expected to focus on domestic origin

COMPETITIVE LANDSCAPE

Kesko marginally overtakes Saarioinen Oy in meals and soups through private label innovation
Mestari Forsman stands out as the most dynamic player, offering premium, locally sourced and sustainable offerings

CHANNELS

Hypermarkets maintains its lead in meals and soups despite slight share erosion in 2025
Retail e-commerce outpaces other channels as consumers prioritise convenience

CATEGORY DATA

Table 24 - Sales of Meals and Soups by Category: Volume 2020-2025
Table 25 - Sales of Meals and Soups by Category: Value 2020-2025

Table 26 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025
Table 27 - Sales of Meals and Soups by Category: % Value Growth 2020-2025
Table 28 - Sales of Chilled Ready Meals by Ethnicity: % Value 2020-2025
Table 29 - Sales of Frozen Ready Meals by Ethnicity: % Value 2020-2025
Table 30 - Sales of Soup by Leading Flavours: Rankings 2020-2025
Table 31 - NBO Company Shares of Meals and Soups: % Value 2021-2025
Table 32 - LBN Brand Shares of Meals and Soups: % Value 2022-2025
Table 33 - Distribution of Meals and Soups by Format: % Value 2020-2025
Table 34 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030
Table 35 - Forecast Sales of Meals and Soups by Category: Value 2025-2030
Table 36 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030
Table 37 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Sauces, Dips and Condiments in Finland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Lower unit prices and discounting drive sales

INDUSTRY PERFORMANCE

Value sales of sauces, dips and condiments decline despite steady volume growth

Other sauces and condiments drive dynamic growth through innovation and convenience

WHAT'S NEXT?

Health, convenience and global flavours are expected to drive growth in sauces, dips and condiments

Health and wellness trends are set to drive innovation in sauces and condiments

Sustainability and ethical responsibility will drive brand initiatives in sauces, dips and condiments

COMPETITIVE LANDSCAPE

Orkla Foods Finland retains its leadership through health, sustainability, and long-standing brand trust

Domus Aromatica and Fine Foods drive growth through flavour innovation and category expansion

CHANNELS

Hypermarkets retain the lead in sauces, dips and condiments despite slight share erosion

Retail e-commerce gains momentum in sauces, dips and condiments as demand grows for convenience

CATEGORY DATA

Table 38 - Sales of Sauces, Dips and Condiments by Category: Volume 2020-2025

Table 39 - Sales of Sauces, Dips and Condiments by Category: Value 2020-2025

Table 40 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2020-2025

Table 41 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2020-2025

Table 42 - Sales of Liquid Recipe Sauces by Type: % Value 2020-2025

Table 43 - Sales of Other Sauces and Condiments by Type: Rankings 2020-2025

Table 44 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2021-2025

Table 45 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2022-2025

Table 46 - Distribution of Sauces, Dips and Condiments by Format: % Value 2020-2025

Table 47 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2025-2030

Table 48 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2025-2030

Table 49 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2025-2030

Table 50 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Sweet Spreads in Finland

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 51 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 52 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 53 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 54 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 55 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 56 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 57 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 58 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 59 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 60 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 61 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 62 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

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/cooking-ingredients-and-meals-in-finland/report.