



Staple Foods in Finland

November 2025

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Staple Foods in Finland

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Evolving consumer priorities impact the sales of staple foods in Finland 2025

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Sustainability, convenience and flavour profiles influence sales in staple foods in Finland

Health and wellness concerns shape buying habits within staple foods in 2025

WHAT'S NEXT?

Premiumisation and home cooking is set to support steady value growth in staple foods

Convenience is set to shape staple food innovation across the forecast period

Health and wellness is set to accelerate innovation and influence consumer choices

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S Group strengthens its leadership with an extensive portfolio of private label products

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Health-focused innovation is set to shape new product development in baked goods
Domestic origin will strengthen consumer trust and product appeal in baked goods

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COMPETITIVE LANDSCAPE

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WHAT'S NEXT?

Premiumisation, innovation and convenience are set to drive growth across the forecast period

Health and wellness innovations are set to drive product development across meat and seafood categories

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COMPETITIVE LANDSCAPE

Atria Suomi Oy maintains its leadership in 2025, supported by ongoing product innovation

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Convenience and flavour innovation drive dynamic growth in rice and noodles

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Premiumisation and convenience are set to drive value growth in rice, pasta and noodles

Gluten-free and superfood varieties will drive innovation in pasta and rice products

Sustainability and energy efficiency are set to fuel innovation in domestic production

COMPETITIVE LANDSCAPE

Lantmännen Cerealia Oy consolidates its lead through strategic acquisition and a focus on sustainability

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