



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in Finland

November 2025

Processed Meat, Seafood and Alternatives To Meat in Finland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health, sustainability and convenience impact the performance of processed meat, seafood and alternatives to meat

INDUSTRY PERFORMANCE

Processed meat, seafood and alternatives to meat face declining sales amid health, cost and sustainability concerns

Chilled meat and seafood substitutes drive dynamic growth, boosted by innovation, sustainability and broad consumer appeal

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

There is set to be growing demand for locally sourced meat, seafood and alternatives to meat in Finland

COMPETITIVE LANDSCAPE

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

MeEast Food Tech Oy records strong growth through plant-based innovation in Finland

CHANNELS

Supermarkets leads distribution through offering a wide and diverse product selection

Retail e-commerce drives growth in processed meat, seafood and alternatives to meat

CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2020-2025

Table 4 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2020-2025

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Staple Foods in Finland - Industry Overview

EXECUTIVE SUMMARY

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

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Value sales of staple foods decline amid price sensitivity and health driven shifts

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

COMPETITIVE LANDSCAPE

S Group strengthens its leadership with an extensive portfolio of private label products
Meeat Food Tech Oy drives growth through plant-based alternatives

CHANNELS

Hypermarkets maintains its lead in distribution through appealing price points and loyalty schemes
Growth for retail e-commerce is driven by a wide product selection and rapid delivery services

MARKET DATA

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-finland/report.