



Euromonitor  
International

# Meals and Soups in Finland

November 2025

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## Meals and Soups in Finland - Category analysis

### 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

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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  
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/meals-and-soups-in-finland/report](https://www.euromonitor.com/meals-and-soups-in-finland/report).