



Euromonitor  
International

# HW Hot Drinks in Finland

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Organic, fortified/functional and no caffeine claims drive hot drinks in Finland

INDUSTRY PERFORMANCE

Fortified/functional and natural hot drinks are the focus of innovation in 2024  
Organic claims strengthen sustainability and premium positioning in Finland’s hot drinks  
No caffeine hot drinks gained sophistication as health and wellness trends shaped innovations

WHAT’S NEXT

Low and no sugar, natural ingredients and functional benefits will support growth  
Combining organic with functional and sustainability features is set to strengthened consumer appeal  
Natural and no caffeine claims will reinforce health positioning in Finnish hot drinks

CATEGORY DATA

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Health and Wellness in Finland - Industry Overview

EXECUTIVE SUMMARY

Health and wellness benefit from clear claims and mainstream appeal

INDUSTRY PERFORMANCE

Health claims remain key purchase drivers across food and drinks in Finland  
Plant-based, free-from and fortified/functional claims gain scale through quality and accessibility

WHAT’S NEXT

Plant-based and fortified/functional claims will support innovation across food and drink in Finland

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