



Euromonitor
International

HW Snacks in Finland

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Snacks evolve as high fibre, plant-based, and low fat claims gain momentum

INDUSTRY PERFORMANCE

Snack innovation combines health, functionality, and indulgent flavours with natural Ingredients
High fibre and gluten free claims appeal to consumers looking to support digestive health
Vegan claims gain momentum, driven by consumer values and plant-based innovation

WHAT'S NEXT

Low sugar, high fibre, oat superfoods and vegan claims are expected to impact snack innovation
High fibre and gluten free innovation is set to drive functional snacking in Finland
Vegan claims and plant based innovation is set to expand across Finnish snacks

CATEGORY DATA

- Table 1 - Sales of Snacks by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 4 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 5 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 6 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 7 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 8 - Forecast Sales of Snacks by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2024-2029

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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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