



# HW Snacks in Finland

January 2026

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## HW Snacks in Finland - Category analysis

### 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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