



Euromonitor  
International

# HW Snacks in Finland

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

High fibre remains the leading health and wellness claim in snacks  
More novel health claims seen in gum as use of xylitol increases in other categories  
Interest in vegan snacks continues to rise

### PROSPECTS AND OPPORTUNITIES

Gluten free poised to become the top health and wellness claim in snacks  
Low fat snacks should continue to witness high levels of new product development  
Nutrient-rich snacks with preventive and functional health claims set to perform well

### CATEGORY DATA

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## Health and Wellness in Finland - Industry Overview

### EXECUTIVE SUMMARY

Health and wellness in focus  
Consumer weight trends  
Consumer diet trends  
Health-related deaths  
Blood pressure and cholesterol levels  
Diabetes prevalence

### DISCLAIMER

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