



Euromonitor  
International

# HW Dairy Products and Alternatives in Finland

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Lactose free, low fat, and functional innovations drive sales in dairy products and alternatives

### INDUSTRY PERFORMANCE

Health claims support innovation and sales within dairy products and alternatives

Lactose-free becomes a mainstream claim across dairy products in Finland

Dietary guidelines and broad availability reinforce demands for low fat claims

### WHAT'S NEXT

Plant based and organic innovations are set to rise in dairy products and alternatives

Lactose free dairy is set to remain a key driver of health-focused innovation

Innovations in low fat products are expected to integrate additional health and wellness claims

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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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