



HW Cooking Ingredients and Meals in Finland

January 2026

Table of Contents

HW Cooking Ingredients and Meals in Finland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Lactose free, gluten free and heart-symbol products drive innovation in 2024

INDUSTRY PERFORMANCE

The heart symbol, plant based claims and functional ingredients support sales in 2024

Lactose free options expand, supporting the strength of the claim in Finland

The growing popularity of gluten free premium options in cooking ingredients and meals

WHAT'S NEXT

Opportunities are set to rise for plant based and health focused innovations in Finland

Lactose free innovations are set to support ongoing sales of the claim

Gluten free products are set to remain a key focus as demand rises for popular dietary trends

CATEGORY DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 4 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 5 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 6 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 7 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 8 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Cooking Ingredients and Meals 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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