



HW Cooking Ingredients and Meals in Finland

January 2026

Table of Contents

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

COUNTRY REPORTS DISCLAIMER

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

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover

a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hw-cooking-ingredients-and-meals-in-finland/report.