



HW Staple Foods in Finland

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Gluten free and functional claims support sales and innovation in staple foods

INDUSTRY PERFORMANCE

Fortified/functional innovation drives growth in staple foods in Finland during 2024

The gluten free claim benefits from ongoing innovation within baked goods

Oats and whole grains support sales of the high fibre claim in Finland

WHAT'S NEXT

Health claims based on fortified/functional benefits are expected to support sales of staple foods

Ongoing demand for gluten free staple foods will be driven by health needs and innovation

Innovations focused on convenience will support sales of the high fibre claim

CATEGORY DATA

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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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