

# Health and Wellness in Finland

November 2023

Table of Contents

## Health and Wellness in Finland

### EXECUTIVE SUMMARY

Overview

### DISCLAIMER

## HW Hot Drinks in Finland

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Wellbeing wanted from tea

Organic holds first place within health and wellness hot drinks in 2022

No sugar hot drinks prove more popular in 2022

#### PROSPECTS AND OPPORTUNITIES

Private label sophistication taps into health and wellness trend

Plant-based offers promise in health and wellness hot drinks to 2027

Dairy free to see rising demand over the forecast period, but overall interest in health and wellness hot drinks may be boosted further by a health tax

#### CATEGORY DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 5 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 6 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2022-2027

Table 7 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2022-2027

## HW Soft Drinks in Finland

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Appeal of functionality

2022 sees no sugar in the lead in health and wellness soft drinks

Weight management boosted by obesity concerns

#### PROSPECTS AND OPPORTUNITIES

Natural trend offers growth potential

Energy boosting claim offers potential in health and wellness soft drinks to 2027

Promising outlook for good source of antioxidants and health and wellness soft drinks overall if Finland introduces health tax

#### CATEGORY DATA

Table 8 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022

Table 9 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 10 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 11 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 12 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 13 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 14 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2022-2027

Table 15 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2022-2027

## HW Snacks in Finland

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Health claims spilling into more snacks categories due to popularity of xylitol  
2022 sees gluten free in the lead in health and wellness snacks  
Meat free is the best performing claim in health and wellness snacks in 2022

### PROSPECTS AND OPPORTUNITIES

Lower fat products gain in popularity, but flavour and texture remain key  
Vegan to rise in popularity in health and wellness snacks over the forecast period  
Providing a good source of vitamins set to be important over forecast period

### CATEGORY DATA

Table 16 - Sales of Snacks by Health and Wellness Type: Value 2019-2022  
Table 17 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2022  
Table 18 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022  
Table 19 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2022  
Table 20 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2022  
Table 21 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2022  
Table 22 - Forecast Sales of Snacks by Health and Wellness Type: Value 2022-2027  
Table 23 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2022-2027

## HW Dairy Products and Alternatives in Finland

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

No sugar content leaping forward  
2022 sees lactose free in the lead in health and wellness dairy products and alternatives  
Immune support records positive performance within health and wellness dairy products and alternatives in 2022

### PROSPECTS AND OPPORTUNITIES

Growing interest in lower fat and salt content going forward  
Plant-based most promising in health and wellness dairy products and alternatives to 2027  
High fibre shows promise during forecast period

### CATEGORY DATA

Table 24 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2022  
Table 25 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2022  
Table 26 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022  
Table 27 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V  
Table 28 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-20  
Table 29 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2  
Table 30 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022  
Table 31 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2022-2027  
Table 32 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2022-2027

## HW Cooking Ingredients and Meals in Finland

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Local rapeseed a trusted superfood  
Gluten free leads health and wellness cooking ingredients and meals in 2022  
Increased interest in animal welfare and the environment boosts plant-based claim

### PROSPECTS AND OPPORTUNITIES

Lower or no sugar and salt content expected to see expansion  
Lactose free shows notable promise in health and wellness cooking ingredients and meals  
Skin health shows potential within cooking ingredients and meals

### MARKET DATA

Table 33 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2022  
Table 34 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2022  
Table 35 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022  
Table 36 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022  
Table 37 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022  
Table 38 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022  
Table 39 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022  
Table 40 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2022-2027  
Table 41 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2022-2027

## HW Staple Foods in Finland

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Oat boom enriching Finns' diet with high fibre content  
Gluten free leads health and wellness staple foods in 2022  
Plant-based boosted within health and wellness staple foods in 2022 as consumers opt for different diets

### PROSPECTS AND OPPORTUNITIES

The growing power of the Heart Symbol  
Gluten free set to see strongest performance in health and wellness staple foods over the forecast period  
Dairy free shows promise

### CATEGORY DATA

Table 42 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2022  
Table 43 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2022  
Table 44 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2022  
Table 45 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2022  
Table 46 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2022  
Table 47 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2022  
Table 48 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2022  
Table 49 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2022-2027  
Table 50 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2022-2027

## 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/health-and-wellness-in-finland/report](http://www.euromonitor.com/health-and-wellness-in-finland/report).