



Baked Goods in Finland

November 2025

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Health concerns and price pressures limit value growth for baked goods in Finland

INDUSTRY PERFORMANCE

Baked goods faces declining value sales amid health trends and price pressures

Cakes drives the strongest value growth, supported by ongoing innovations

WHAT'S NEXT?

Premiumisation and upgraded private label ranges are expected to lift baked goods sales in Finland

Health-focused innovation is set to shape new product development in baked goods

Domestic origin will strengthen consumer trust and product appeal in baked goods

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Fazer Leipomot solidifies its leadership through innovation and domestic trust

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EXECUTIVE SUMMARY

Evolving consumer priorities impact the sales of staple foods in Finland 2025

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INDUSTRY PERFORMANCE

Value sales of staple foods decline amid price sensitivity and health driven shifts

Sustainability, convenience and flavour profiles influence sales in staple foods in Finland

Health and wellness concerns shape buying habits within staple foods in 2025

WHAT'S NEXT?

Premiumisation and home cooking is set to support steady value growth in staple foods

Convenience is set to shape staple food innovation across the forecast period

Health and wellness is set to accelerate innovation and influence consumer choices

COMPETITIVE LANDSCAPE

S Group strengthens its leadership with an extensive portfolio of private label products

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