

Baby Food in Finland

September 2023

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Baby Food in Finland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising inflation and growing production costs impact the landscape Organic baby food becomes more popular, boosted by private label lines Players focus on premium baby food options, free-from sugar and additives

PROSPECTS AND OPPORTUNITIES

Domestic origin and ingredients to be key trends across the coming years Players focus on sustainability practices through production methods and packaging E-commerce and online activities increase, appreciated by parents

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