

# **Baby Food in Finland**

September 2023

**Table of Contents** 

# 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

#### CATEGORY DATA

Table 1 - Sales of Baby Food by Category: Volume 2018-2023
Table 2 - Sales of Baby Food by Category: Value 2018-2023
Table 3 - Sales of Baby Food by Category: % Volume Growth 2018-2023
Table 4 - Sales of Baby Food by Category: % Value Growth 2018-2023
Table 5 - Sales of Growing-Up Milk Formula by Age: % Value 2018-2023
Table 6 - NBO Company Shares of Baby Food: % Value 2019-2023
Table 7 - LBN Brand Shares of Baby Food: % Value 2018-2023
Table 8 - Distribution of Baby Food by Category: Volume 2023-2028
Table 9 - Forecast Sales of Baby Food by Category: Value 2023-2028
Table 10 - Forecast Sales of Baby Food by Category: % Volume Growth 2023-2028
Table 11 - Forecast Sales of Baby Food by Category: % Value Growth 2023-2028
Table 12 - Forecast Sales of Baby Food by Category: % Value Growth 2023-2028

#### Dairy Products and Alternatives in Finland - Industry Overview

#### EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture Key trends in 2023 Competitive Landscape Channel developments What next for dairy products and alternatives?

# MARKET DATA

 Table 13 - Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 14 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 15 - NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

- Table 16 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023
- Table 17 Penetration of Private Label by Category: % Value 2018-2023
- Table 18 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023
- Table 19 Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028
- Table 20 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

# DISCLAIMER

SOURCES

Summary 1 - Research Sources

# 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/baby-food-in-finland/report.