

Ice Cream in Finland

June 2023

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Ice Cream in Finland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Despite rising price points, Finns are happy to invest in premium ice cream offerings lce cream containing popular confectionery continues to influence innovation.

The trend towards gelato style products remains popular in Finland.

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Domestic players challenge international offerings through premium flavour and innovation Private label increases its offering of sophisticated flavours, boosting growth Health and vegan offerings shape consumer demands and product innovation

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