

HW Snacks in Finland

November 2023

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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 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2022

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

Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022

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Health and Wellness in Finland - Industry Overview

EXECUTIVE SUMMARY

Overview

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