

HW Cooking Ingredients and Meals in Finland

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Local rapeseed a trusted superfood

Gluten free leads health and wellness cooking ingredients and meals in 2022

Increased interest in animal welfare and the environment boosts plant-based claim

PROSPECTS AND OPPORTUNITIES

Lower or no sugar and salt content expected to see expansion

Lactose free shows notable promise in health and wellness cooking ingredients and meals

Skin health shows potential within cooking ingredients and meals

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Health and Wellness in Finland - Industry Overview

EXECUTIVE SUMMARY

Overview

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