

HW Staple Foods in Finland

November 2023

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HW Staple Foods in Finland - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Oat boom enriching Finns' diet with high fibre content Gluten free leads health and wellness staple foods in 2022 Plant-based boosted within health and wellness staple foods in 2022 as consumers opt for different diets

PROSPECTS AND OPPORTUNITIES

The growing power of the Heart Symbol Gluten free set to see strongest performance in health and wellness staple foods over the forecast period Dairy free shows promise

CATEGORY DATA

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Health and Wellness in Finland - Industry Overview

EXECUTIVE SUMMARY

Overview

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