

Sweet Spreads in Finland

November 2022

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2022 DEVELOPMENTS

After a period of high growth, sweet spreads shows a normalisation in sales patterns

Health and wellness trends drive competitive innovations

Private label maintains category lead

PROSPECTS AND OPPORTUNITIES

Private label players expected to grow shares through ongoing launches of premium-positioned products

Honey's original of production becomes increasingly important, with domestic honey generally favoured by consumers

Online marketing and social media are vital for products to stand out from the crowd

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