

## **Meals and Soups in Finland**

Market Direction | 2022-11-04 | 21 pages | Euromonitor

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### **Report description:**

Ready meals continues to see positive growth in retail volume and current value sales in 2022. The popularity of ready meals soared during COVID-19 as Finns working from home reached for ready meals for lunch. In recent years, Finnish people's perception of ready meals has changed. Before, ready meals suffered from their unhealthy image in general, especially in light of the growing health and wellness trends. Ready meals were typically seen as containing high levels of additives and salt, where...

Euromonitor International's Meals and Soups in Finland report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Meals and Soups market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Soup remains a popular meal in Finland

Health and wellness trends, domestic production, and celebrity chef endorsements give products strong selling points

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