

HW Snacks in Finland

Market Direction | 2023-11-06 | 12 pages | Euromonitor

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Report description:

Health claims related to xylitol remain relevant in the Finnish snacks market, and snack products containing xylitol are gaining in popularity. The Jenkki brand and its xylitol health claims have been present since the first xylitol sweetened gum was launched in 1975. Nearly all gum sold in Finland is no added sugar and sweetened with xylitol, with consumers choosing such products to prevent cavities. However, the novelty value now lies in expanding health claims in gum, as with the new Jenkki P...

Euromonitor International's HW Snacks in Finland report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW Sweet Biscuits, Snack Bars and Fruit Snacks.

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

Why buy this report?

- * Get a detailed picture of the HW Snacks 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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reliable information resources to help drive informed strategic planning.

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HW SNACKS IN FINLAND

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

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HEALTH AND WELLNESS IN FINLAND

EXECUTIVE SUMMARY

Overview

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