

HW Dairy Products and Alternatives in Finland

Market Direction | 2024-08-05 | 17 pages | Euromonitor

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Report description:

No sugar was the most dynamic health and wellness claim in dairy products and alternatives in Finland in retail volume growth terms in 2023. Buoyant demand for products with this positioning reflected rising awareness among consumers that being overweight or obese can put them at greater risk of developing serious illnesses such as heart disease, type 2 diabetes and various forms of cancer. The same trend ensured no added sugar and low sugar options continued to perform positively in multiple ca...

Euromonitor International's HW Dairy Products and Alternatives 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: HW Baby Food, HW Dairy, HW Dairy Products and Alternatives by Type.

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 Dairy Products and Alternatives 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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HW DAIRY PRODUCTS AND ALTERNATIVES IN FINLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

No sugar, no added sugar and low sugar varieties continue to gain popularity

Lactose free still the top health and wellness claim in dairy products and alternatives

Finns show increasing interest in products with immune support claims

PROSPECTS AND OPPORTUNITIES

Fat- and salt-related claims expected to become more prominent

Consumption of vegan and plant-based products set to continue rising steadily

High fibre dairy products and alternatives retain solid growth potential

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HEALTH AND WELLNESS IN FINLAND

EXECUTIVE SUMMARY

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Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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