



Rice, Pasta and Noodles in Finland

November 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience and health drive growth in rice, pasta and noodles in 2025

INDUSTRY PERFORMANCE

Convenience driven cooking lifts value sales of rice, pasta and noodles in 2025

Convenience and flavour innovation drive dynamic growth in rice and noodles

WHAT'S NEXT?

Premiumisation and convenience are set to drive value growth in rice, pasta and noodles

Gluten-free and superfood varieties will drive innovation in pasta and rice products

Sustainability and energy efficiency are set to fuel innovation in domestic production

COMPETITIVE LANDSCAPE

Lantmännen Cerealia Oy consolidates its lead through strategic acquisition and a focus on sustainability

Suomen Nestlé Oy drives dynamic growth through innovative Maggi product launches

CHANNELS

Hypermarkets remains the leading channel offering a wide range of goods at affordable prices

Retail e-commerce outpaces other channels in rice, pasta and noodles in Finland

CATEGORY DATA

Table 1 - Sales of Rice, Pasta and Noodles by Category: Volume 2020-2025

Table 2 - Sales of Rice, Pasta and Noodles by Category: Value 2020-2025

Table 3 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2020-2025

Table 4 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2020-2025

Table 5 - Sales of Instant Noodles by Leading Flavours: Rankings 2020-2025

Table 6 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2021-2025

Table 7 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2022-2025

Table 8 - NBO Company Shares of Rice: % Value 2021-2025

Table 9 - LBN Brand Shares of Rice: % Value 2022-2025

Table 10 - NBO Company Shares of Pasta: % Value 2021-2025

Table 11 - LBN Brand Shares of Pasta: % Value 2022-2025

Table 12 - NBO Company Shares of Noodles: % Value 2021-2025

Table 13 - LBN Brand Shares of Noodles: % Value 2022-2025

Table 14 - Distribution of Rice, Pasta and Noodles by Format: % Value 2020-2025

Table 15 - Distribution of Rice by Format: % Value 2020-2025

Table 16 - Distribution of Pasta by Format: % Value 2020-2025

Table 17 - Distribution of Noodles by Format: % Value 2020-2025

Table 18 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2025-2030

Table 19 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2025-2030

Table 20 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2025-2030

Table 21 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2025-2030

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Staple Foods in Finland - Industry Overview

EXECUTIVE SUMMARY

Evolving consumer priorities impact the sales of staple foods in Finland 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Value sales of staple foods decline amid price sensitivity and health driven shifts

Sustainability, convenience and flavour profiles influence sales in staple foods in Finland

Health and wellness concerns shape buying habits within staple foods in 2025

WHAT'S NEXT?

Premiumisation and home cooking is set to support steady value growth in staple foods

Convenience is set to shape staple food innovation across the forecast period

Health and wellness is set to accelerate innovation and influence consumer choices

COMPETITIVE LANDSCAPE

S Group strengthens its leadership with an extensive portfolio of private label products

Meeat Food Tech Oy drives growth through plant-based alternatives

CHANNELS

Hypermarkets maintains its lead in distribution through appealing price points and loyalty schemes

Growth for retail e-commerce is driven by a wide product selection and rapid delivery services

MARKET DATA

Table 22 - Sales of Staple Foods by Category: Volume 2020-2025

Table 23 - Sales of Staple Foods by Category: Value 2020-2025

Table 24 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 25 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 26 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 27 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 28 - Penetration of Private Label by Category: % Value 2020-2025

Table 29 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 30 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 31 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 32 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 33 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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