



Sweet Spreads in Finland

November 2025

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Sweet Spreads in Finland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Natural and low sugar options appeal

INDUSTRY PERFORMANCE

Price increases and demand for natural ingredients support value growth in sweet spreads

Nut and seed-based spreads drive growth as Finns seek protein-rich and versatile options

WHAT'S NEXT?

Premiumisation and domestic production will drive value growth in sweet spreads

Health and wellness trends are set to shape innovation within sweet spreads

Sustainability and eco-friendly packaging are expected to drive innovation in sweet spreads

COMPETITIVE LANDSCAPE

S Group maintains its leadership through its strong private label performance

Hunajainen SAM Oy achieves the strongest value growth through product diversity and consumer trust

CHANNELS

Hypermarkets remain the leading distribution channel for sweet spreads despite a slight share decline

Retail e-commerce records a dynamic performance as convenience and platform expansion boost demand

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Cooking Ingredients and Meals in Finland - Industry Overview

EXECUTIVE SUMMARY

Stagnation linked to price-sensitivity although demand for convenience benefits sales

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Value sales remain stagnant during ongoing price sensitivity in Finland

Convenience remains a key driver of sales for cooking ingredients and meals

Health and wellness continues to influence product development

WHAT'S NEXT?

Premiumisation is expected to drive value growth in cooking ingredients and meals

Domestic origin and sustainability will remain key competitive strategies

Retail e-commerce and discounters are set to drive subtle shifts in distribution dynamics

COMPETITIVE LANDSCAPE

Kesko Oyj strengthens its lead through trusted private labels and consumer driven innovation

Niche players drive dynamic growth in cooking ingredients and meals during 2025

CHANNELS

Hypermarkets lead sales as consumers appreciate the wide selection and affordable price points

Retail e-commerce was the most dynamic channel in 2025 driven by convenience

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