



Euromonitor
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Staple Foods in Finland

November 2025

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Staple Foods in Finland

EXECUTIVE SUMMARY

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

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

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

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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

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WHAT'S NEXT?

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COMPETITIVE LANDSCAPE

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COMPETITIVE LANDSCAPE

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