

# Chocolate Confectionery in Finland

June 2023

Table of Contents

## Chocolate Confectionery in Finland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

The pick' n' mix format boosts sales of chocolate confectionery in 2023

Product developments focus on indulgence to boost impulse purchases

Sustainability is a rising trend, with players offering ethical products, reducing food waste

#### PROSPECTS AND OPPORTUNITIES

The competitive landscape remains tense, as players focus on premium offerings

Sustainability shapes both product offerings and brand activations

Potential for private label as high rates of inflation adapts buying habits

Summary 1 - Other Chocolate Confectionery by Product Type: 2023

#### CATEGORY DATA

Table 1 - Sales of Chocolate Confectionery by Category: Volume 2018-2023

Table 2 - Sales of Chocolate Confectionery by Category: Value 2018-2023

Table 3 - Sales of Chocolate Confectionery by Category: % Volume Growth 2018-2023

Table 4 - Sales of Chocolate Confectionery by Category: % Value Growth 2018-2023

Table 5 - Sales of Chocolate Tablets by Type: % Value 2018-2023

Table 6 - NBO Company Shares of Chocolate Confectionery: % Value 2019-2023

Table 7 - LBN Brand Shares of Chocolate Confectionery: % Value 2020-2023

Table 8 - Distribution of Chocolate Confectionery by Format: % Value 2018-2023

Table 9 - Forecast Sales of Chocolate Confectionery by Category: Volume 2023-2028

Table 10 - Forecast Sales of Chocolate Confectionery by Category: Value 2023-2028

Table 11 - Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2023-2028

Table 12 - Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2023-2028

## Snacks in Finland - Industry Overview

### EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Key Trends in 2023

Competitive Landscape

Channel developments

What next for snacks?

#### MARKET DATA

Table 13 - Sales of Snacks by Category: Volume 2018-2023

Table 14 - Sales of Snacks by Category: Value 2018-2023

Table 15 - Sales of Snacks by Category: % Volume Growth 2018-2023

Table 16 - Sales of Snacks by Category: % Value Growth 2018-2023

Table 17 - NBO Company Shares of Snacks: % Value 2019-2023

Table 18 - LBN Brand Shares of Snacks: % Value 2020-2023

Table 19 - Penetration of Private Label by Category: % Value 2018-2023

Table 20 - Distribution of Snacks by Format: % Value 2018-2023

Table 21 - Forecast Sales of Snacks by Category: Volume 2023-2028

Table 22 - Forecast Sales of Snacks by Category: Value 2023-2028

Table 23 - Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2023-2028

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## SOURCES

### Summary 2 - Research Sources

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