



# Cooking Ingredients and Meals in Finland

November 2023

Table of Contents

## Cooking Ingredients and Meals in Finland

### EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

### MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023

Table 2 - Sales of Cooking Ingredients and Meals by Category: Value 2018-2023

Table 3 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023

Table 4 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023

Table 6 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023

Table 7 - Penetration of Private Label by Category: % Value 2018-2023

Table 8 - Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028

Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2023-2028

Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028

Table 12 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Edible Oils in Finland

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Normalisation of consumption

Wide range of products on offer

Private label players retain lead

#### PROSPECTS AND OPPORTUNITIES

Continued focus on domestic origins

Further private label expansion on the back of more sophisticated offer

Growing interest in sustainability

### CATEGORY DATA

Table 13 - Sales of Edible Oils by Category: Volume 2018-2023

Table 14 - Sales of Edible Oils by Category: Value 2018-2023

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

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

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

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

Table 19 - Distribution of Edible Oils by Format: % Value 2018-2023

Table 20 - Forecast Sales of Edible Oils by Category: Volume 2023-2028

Table 21 - Forecast Sales of Edible Oils by Category: Value 2023-2028

Table 22 - Forecast Sales of Edible Oils by Category: % Volume Growth 2023-2028

Table 23 - Forecast Sales of Edible Oils by Category: % Value Growth 2023-2028

## Meals and Soups in Finland

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Overcoming negative image  
Manufacturers target popularity of soups  
Prepared salads providing full meals for health conscious consumers

#### PROSPECTS AND OPPORTUNITIES

Strong focus on local ingredients and production  
New flavours and increasing sophistication in ready meals  
Growing emphasis on corporate social and environmental responsibility

#### CATEGORY DATA

Table 24 - Sales of Meals and Soups by Category: Volume 2018-2023  
Table 25 - Sales of Meals and Soups by Category: Value 2018-2023  
Table 26 - Sales of Meals and Soups by Category: % Volume Growth 2018-2023  
Table 27 - Sales of Meals and Soups by Category: % Value Growth 2018-2023  
Table 28 - Sales of Chilled Ready Meals by Ethnicity: % Value 2018-2023  
Table 29 - Sales of Frozen Ready Meals by Ethnicity: % Value 2018-2023  
Table 30 - Sales of Soup by Leading Flavours: Rankings 2018-2023  
Table 31 - NBO Company Shares of Meals and Soups: % Value 2019-2023  
Table 32 - LBN Brand Shares of Meals and Soups: % Value 2020-2023  
Table 33 - Distribution of Meals and Soups by Format: % Value 2018-2023  
Table 34 - Forecast Sales of Meals and Soups by Category: Volume 2023-2028  
Table 35 - Forecast Sales of Meals and Soups by Category: Value 2023-2028  
Table 36 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2023-2028  
Table 37 - Forecast Sales of Meals and Soups by Category: % Value Growth 2023-2028

## Sauces, Dips and Condiments in Finland

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Normalisation of consumption amid rising prices  
Taking inspiration from street food boom  
Health and wellness remains a major influence

#### PROSPECTS AND OPPORTUNITIES

Increasing sophistication of private label segment poses ever greater threat to brands  
Growing demand for convenience to inspire innovation  
Increasing emphasis on sustainability

#### CATEGORY DATA

Table 38 - Sales of Sauces, Dips and Condiments by Category: Volume 2018-2023  
Table 39 - Sales of Sauces, Dips and Condiments by Category: Value 2018-2023  
Table 40 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2018-2023  
Table 41 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2018-2023  
Table 42 - Sales of Liquid Recipe Sauces by Type: % Value 2018-2023  
Table 43 - Sales of Other Sauces and Condiments by Type: Rankings 2018-2023  
Table 44 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2019-2023  
Table 45 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2020-2023  
Table 46 - Distribution of Sauces, Dips and Condiments by Format: % Value 2018-2023

Table 47 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2023-2028

Table 48 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2023-2028

Table 49 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2023-2028

Table 50 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2023-2028

## Sweet Spreads in Finland

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Normalising consumption patterns and continued innovation

Honey in combination with other flavours, and reducing sugar content

Strong private label presence

#### PROSPECTS AND OPPORTUNITIES

Strong focus on domestic ingredients and production

Further private label growth expected

Growing focus on sustainability

#### CATEGORY DATA

Table 51 - Sales of Sweet Spreads by Category: Volume 2018-2023

Table 52 - Sales of Sweet Spreads by Category: Value 2018-2023

Table 53 - Sales of Sweet Spreads by Category: % Volume Growth 2018-2023

Table 54 - Sales of Sweet Spreads by Category: % Value Growth 2018-2023

Table 55 - Sales of Jams and Preserves by Leading Flavours: Rankings 2018-2023

Table 56 - NBO Company Shares of Sweet Spreads: % Value 2019-2023

Table 57 - LBN Brand Shares of Sweet Spreads: % Value 2020-2023

Table 58 - Distribution of Sweet Spreads by Format: % Value 2018-2023

Table 59 - Forecast Sales of Sweet Spreads by Category: Volume 2023-2028

Table 60 - Forecast Sales of Sweet Spreads by Category: Value 2023-2028

Table 61 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2023-2028

Table 62 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2023-2028

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/cooking-ingredients-and-meals-in-finland/report](http://www.euromonitor.com/cooking-ingredients-and-meals-in-finland/report).