

Other Dairy in Finland

September 2023

Table of Contents

Other Dairy in Finland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

High in protein quark products continue to drive sales, being on trend
Consumers appreciate products that make cooking and baking more convenient
Quark players focus on new flavour and sensory experiences

PROSPECTS AND OPPORTUNITIES

Domestic origin will remain a key selling point in other dairy
Private label is set to gain ground, offering free-from products to consumers
Players focus on communicating their sustainability and social responsibility strategies

CATEGORY DATA

Table 1 - Sales of Other Dairy by Category: Volume 2018-2023
Table 2 - Sales of Other Dairy by Category: Value 2018-2023
Table 3 - Sales of Other Dairy by Category: % Volume Growth 2018-2023
Table 4 - Sales of Other Dairy by Category: % Value Growth 2018-2023
Table 5 - Sales of Cream by Type: % Value 2018-2023
Table 6 - NBO Company Shares of Other Dairy: % Value 2019-2023
Table 7 - LBN Brand Shares of Other Dairy: % Value 2020-2023
Table 8 - Distribution of Other Dairy by Format: % Value 2018-2023
Table 9 - Forecast Sales of Other Dairy by Category: Volume 2023-2028
Table 10 - Forecast Sales of Other Dairy by Category: Value 2023-2028
Table 11 - Forecast Sales of Other Dairy by Category: % Volume Growth 2023-2028
Table 12 - Forecast Sales of Other Dairy by Category: % Value Growth 2023-2028

Dairy Products and Alternatives in Finland - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture
Key trends in 2023
Competitive Landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA

Table 13 - Sales of Dairy Products and Alternatives by Category: Value 2018-2023
Table 14 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023
Table 15 - NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023
Table 16 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023
Table 17 - Penetration of Private Label by Category: % Value 2018-2023
Table 18 - Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023
Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028
Table 20 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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