



# Snacks in Finland

July 2024

Table of Contents

## Snacks in Finland

### EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for snacks?

### MARKET DATA

Table 1 - Sales of Snacks by Category: Volume 2019-2024

Table 2 - Sales of Snacks by Category: Value 2019-2024

Table 3 - Sales of Snacks by Category: % Volume Growth 2019-2024

Table 4 - Sales of Snacks by Category: % Value Growth 2019-2024

Table 5 - NBO Company Shares of Snacks: % Value 2020-2024

Table 6 - LBN Brand Shares of Snacks: % Value 2021-2024

Table 7 - Penetration of Private Label by Category: % Value 2019-2024

Table 8 - Distribution of Snacks by Format: % Value 2019-2024

Table 9 - Forecast Sales of Snacks by Category: Volume 2024-2029

Table 10 - Forecast Sales of Snacks by Category: Value 2024-2029

Table 11 - Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 12 - Forecast Sales of Snacks by Category: % Value Growth 2024-2029

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Chocolate Confectionery in Finland

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Chocolate confectionery sees stagnant volumes, as prices continue to rise

Flavour and mouthful are key areas of manufacturer focus

Personalised packaging comes to the fore

### PROSPECTS AND OPPORTUNITIES

Premiumisation will fuel growth

Ethically-sourced products will gain traction

E-commerce will be growing source of chocolate confectionery bargains

### CATEGORY DATA

Summary 2 - Other Chocolate Confectionery by Product Type: 2024

Table 13 - Sales of Chocolate Confectionery by Category: Volume 2019-2024

Table 14 - Sales of Chocolate Confectionery by Category: Value 2019-2024

Table 15 - Sales of Chocolate Confectionery by Category: % Volume Growth 2019-2024

Table 16 - Sales of Chocolate Confectionery by Category: % Value Growth 2019-2024

Table 17 - Sales of Chocolate Tablets by Type: % Value 2019-2024

Table 18 - NBO Company Shares of Chocolate Confectionery: % Value 2020-2024

Table 19 - LBN Brand Shares of Chocolate Confectionery: % Value 2021-2024

Table 20 - Distribution of Chocolate Confectionery by Format: % Value 2019-2024

Table 21 - Forecast Sales of Chocolate Confectionery by Category: Volume 2024-2029

Table 22 - Forecast Sales of Chocolate Confectionery by Category: Value 2024-2029

Table 23 - Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2024-2029

Table 24 - Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2024-2029

## Gum in Finland

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Marginal growth for gum, in context of increasing maturity and competition from xylitol-sweetened mints

Trend three

Flavour remains key focus of manufacturer innovation

#### PROSPECTS AND OPPORTUNITIES

Players will attempt to offset growing maturity in gum through introduction of value-added products

Domestic origin will become more important when it comes to purchasing decisions

Plastic-free gums will gain momentum

#### CATEGORY DATA

Table 25 - Sales of Gum by Category: Volume 2019-2024

Table 26 - Sales of Gum by Category: Value 2019-2024

Table 27 - Sales of Gum by Category: % Volume Growth 2019-2024

Table 28 - Sales of Gum by Category: % Value Growth 2019-2024

Table 29 - Sales of Gum by Flavour: Rankings 2019-2024

Table 30 - NBO Company Shares of Gum: % Value 2020-2024

Table 31 - LBN Brand Shares of Gum: % Value 2021-2024

Table 32 - Distribution of Gum by Format: % Value 2019-2024

Table 33 - Forecast Sales of Gum by Category: Volume 2024-2029

Table 34 - Forecast Sales of Gum by Category: Value 2024-2029

Table 35 - Forecast Sales of Gum by Category: % Volume Growth 2024-2029

Table 36 - Forecast Sales of Gum by Category: % Value Growth 2024-2029

## Sugar Confectionery in Finland

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Players look to develop a healthier image for their products, while extreme flavours will also gain traction

Packaging innovations win over consumers, but pick 'n' mix concept remains popular

Domestic origin is an increasingly important purchasing consideration

#### PROSPECTS AND OPPORTUNITIES

Players will attempt to allay consumers' health concerns by developing more sugar-free products

Companies will pursue ethical practices

E-commerce will be growing source of chocolate confectionery bargains

#### CATEGORY DATA

Summary 3 - Other Sugar Confectionery by Product Type: 2024

Table 37 - Sales of Sugar Confectionery by Category: Volume 2019-2024

Table 38 - Sales of Sugar Confectionery by Category: Value 2019-2024

Table 39 - Sales of Sugar Confectionery by Category: % Volume Growth 2019-2024

Table 40 - Sales of Sugar Confectionery by Category: % Value Growth 2019-2024

Table 41 - Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2019-2024

Table 42 - NBO Company Shares of Sugar Confectionery: % Value 2020-2024

Table 43 - LBN Brand Shares of Sugar Confectionery: % Value 2021-2024

Table 44 - Distribution of Sugar Confectionery by Format: % Value 2019-2024

Table 45 - Forecast Sales of Sugar Confectionery by Category: Volume 2024-2029

Table 46 - Forecast Sales of Sugar Confectionery by Category: Value 2024-2029

Table 47 - Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2024-2029

Table 48 - Forecast Sales of Sugar Confectionery by Category: % Value Growth 2024-2029

## Ice Cream in Finland

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Stable demand for ice cream, despite high price points

Ice cream flavours inspired by popular confectionery brands continue to win favour

Unilever looks set to lose ground, following movement away from domestic production

#### PROSPECTS AND OPPORTUNITIES

Private labels will gain traction, as consumers remain price sensitive

Better-for-you offerings will win over health-conscious consumers

Sustainability will be key area of focus

#### CATEGORY DATA

Table 49 - Sales of Ice Cream by Category: Volume 2019-2024

Table 50 - Sales of Ice Cream by Category: Value 2019-2024

Table 51 - Sales of Ice Cream by Category: % Volume Growth 2019-2024

Table 52 - Sales of Ice Cream by Category: % Value Growth 2019-2024

Table 53 - Sales of Ice Cream by Leading Flavours: Rankings 2019-2024

Table 54 - Sales of Impulse Ice Cream by Format: % Value 2019-2024

Table 55 - NBO Company Shares of Ice Cream: % Value 2020-2024

Table 56 - LBN Brand Shares of Ice Cream: % Value 2021-2024

Table 57 - NBO Company Shares of Impulse Ice Cream: % Value 2020-2024

Table 58 - LBN Brand Shares of Impulse Ice Cream: % Value 2021-2024

Table 59 - NBO Company Shares of Take-home Ice Cream: % Value 2020-2024

Table 60 - LBN Brand Shares of Take-home Ice Cream: % Value 2021-2024

Table 61 - Distribution of Ice Cream by Format: % Value 2019-2024

Table 62 - Forecast Sales of Ice Cream by Category: Volume 2024-2029

Table 63 - Forecast Sales of Ice Cream by Category: Value 2024-2029

Table 64 - Forecast Sales of Ice Cream by Category: % Volume Growth 2024-2029

Table 65 - Forecast Sales of Ice Cream by Category: % Value Growth 2024-2029

## Savoury Snacks in Finland

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Savoury snacks proves to be most resilient category

Focus on flavour and texture

Consumers seek out guilt-free snacking experiences

#### PROSPECTS AND OPPORTUNITIES

Consumers will upgrade to premium products

Private labels will grow in sophistication

Domestic origin and sustainability will be key factors behind consumer purchasing decisions

#### CATEGORY DATA

- Table 66 - Sales of Savoury Snacks by Category: Volume 2019-2024
- Table 67 - Sales of Savoury Snacks by Category: Value 2019-2024
- Table 68 - Sales of Savoury Snacks by Category: % Volume Growth 2019-2024
- Table 69 - Sales of Savoury Snacks by Category: % Value Growth 2019-2024
- Table 70 - NBO Company Shares of Savoury Snacks: % Value 2020-2024
- Table 71 - LBN Brand Shares of Savoury Snacks: % Value 2021-2024
- Table 72 - Distribution of Savoury Snacks by Format: % Value 2019-2024
- Table 73 - Forecast Sales of Savoury Snacks by Category: Volume 2024-2029
- Table 74 - Forecast Sales of Savoury Snacks by Category: Value 2024-2029
- Table 75 - Forecast Sales of Savoury Snacks by Category: % Volume Growth 2024-2029
- Table 76 - Forecast Sales of Savoury Snacks by Category: % Value Growth 2024-2029

## Sweet Biscuits, Snack Bars and Fruit Snacks in Finland

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

- Mixed performance in 2024
- Flavour remains key manufacturer focus
- Health and wellness trends shape new product development

#### PROSPECTS AND OPPORTUNITIES

- Personalised packaging and limited editions will drive modest growth
- Domestic origin will become increasingly important
- Products with a healthier positioning will continue to gain traction

#### CATEGORY DATA

- Table 77 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2019-2024
- Table 78 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2019-2024
- Table 79 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2019-2024
- Table 80 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2019-2024
- Table 81 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2024
- Table 82 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2024
- Table 83 - NBO Company Shares of Sweet Biscuits: % Value 2020-2024
- Table 84 - LBN Brand Shares of Sweet Biscuits: % Value 2021-2024
- Table 85 - NBO Company Shares of Snack Bars: % Value 2020-2024
- Table 86 - LBN Brand Shares of Snack Bars: % Value 2021-2024
- Table 87 - NBO Company Shares of Fruit Snacks: % Value 2020-2024
- Table 88 - LBN Brand Shares of Fruit Snacks: % Value 2021-2024
- Table 89 - Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2019-2024
- Table 90 - Distribution of Sweet Biscuits by Format: % Value 2019-2024
- Table 91 - Distribution of Snack Bars by Format: % Value 2019-2024
- Table 92 - Distribution of Fruit Snacks by Format: % Value 2019-2024
- Table 93 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2024-2029
- Table 94 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2024-2029
- Table 95 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2024-2029
- Table 96 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2024-2029

## 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/snacks-in-finland/report](http://www.euromonitor.com/snacks-in-finland/report).