

Plant-Based Dairy in Finland

September 2023

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Plant-Based Dairy in Finland - Category analysis

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2023 DEVELOPMENTS

Plant-based yoghurts and cheese struggle from strong competition
Health, wellness and gluten free offerings become increasingly popular
Players focus on flavour experiences to drive interest and boost sales

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Domestic origin appealing to consumers who trust local quality
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Plant-based alternatives set to expand across most subcategories

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