

Meals and Soups in Finland

November 2023

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Meals and Soups in Finland - Category analysis

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
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Cooking Ingredients and Meals in Finland - Industry Overview

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