



# HW Dairy Products and Alternatives in Finland

November 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

No sugar content leaping forward

2022 sees lactose free in the lead in health and wellness dairy products and alternatives

Immune support records positive performance within health and wellness dairy products and alternatives in 2022

### PROSPECTS AND OPPORTUNITIES

Growing interest in lower fat and salt content going forward

Plant-based most promising in health and wellness dairy products and alternatives to 2027

High fibre shows promise during forecast period

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## Health and Wellness in Finland - Industry Overview

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Overview

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