

# HW Staple Foods in Finland

November 2023

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## HW Staple Foods in Finland - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Oat boom enriching Finns' diet with high fibre content

Gluten free leads health and wellness staple foods in 2022

Plant-based boosted within health and wellness staple foods in 2022 as consumers opt for different diets

#### PROSPECTS AND OPPORTUNITIES

The growing power of the Heart Symbol

Gluten free set to see strongest performance in health and wellness staple foods over the forecast period

Dairy free shows promise

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Overview

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