



# Health and Wellness in Finland

August 2024

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## Health and Wellness in Finland

### EXECUTIVE SUMMARY

Health and wellness in focus  
Consumer weight trends  
Consumer diet trends  
Health-related deaths  
Blood pressure and cholesterol levels  
Diabetes prevalence

### DISCLAIMER

## HW Hot Drinks in Finland

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Organic still the leading health and wellness claim in hot drinks by a wide margin  
Products with functional benefits and less or no caffeine continue to gain popularity  
Hot drinks with sugar-related claims profit from growing concerns about obesity

#### PROSPECTS AND OPPORTUNITIES

Private label penetration likely to rise across health and wellness hot drinks  
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Interest in vegan snacks continues to rise

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