

Overview of Chilled Food Market in Finland

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ECFF meeting in London

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1. Chilled Food Industry in Finland

- Four big companies:
Atria,
HK Ruokatalo,
Saarioinen and
Snellmannin Kokkikartano
- Vertically integrated in primary meat production (own slaughterhouses)
- Many medium size companies and several small enterprises
- Priorities in Chilled Food Industries' Association are food hygiene (co-operation with authorities, guide books), origin labelling, consumer trust, information and ECFF

2. Chilled Food Products

- Many types of products
 - Focus on Finnish customers and local food production
1. Ready meals is the biggest product group (meals, salads, soups)
 2. Snacking products (sandwich, Karelian pastry)
 3. Desserts (porridge, pudding)
 4. Accompaniments (mashed potatoes, sauces)

Also some traditional foods like cabbage rolls, liver box (with rice), mämmi (rye pudding for Easter)

3. Chilled Food Market Situation

- Local (chilled) food is important
- Local meat used widely as an ingredient
- Volumes slightly declining, but some product groups are slightly growing.
- >60 % of Finnish consumers buy chilled food at least once a month (survey)
- Competition on market is tough
- Lunch cafeterias in schools and offices popular but there is also a need for (lunch) ready meals
- Elderly people are a growing segment

4. Chilled Food vs Frozen

Finnish ready made food market is mainly sold fresh and chilled. Few local companies produce both.

Retailers (and companies) import also e.g. frozen pizza, accompaniments and desserts.

(In Sweden the frozen food market is bigger and chilled food market smaller but a growing market.)

Fredrik Strömblad 3.1.2014

*Djupfrysingsbyrå under namnändring till Föreningen Fryst och Kyld Mat per den 1 januari 2014
Swedish Frozen & Chilled Food Association*

5. Chilled Food Volumes

Total market value is about 600 million € in Finland (KT).

Pre-packed products on retailer sector was 2012 about 325 million € and volume about 85 million tons.

Sales from industry to hotels, catering, restaurants, cafes and retailer's service desk makes about 80 million €.