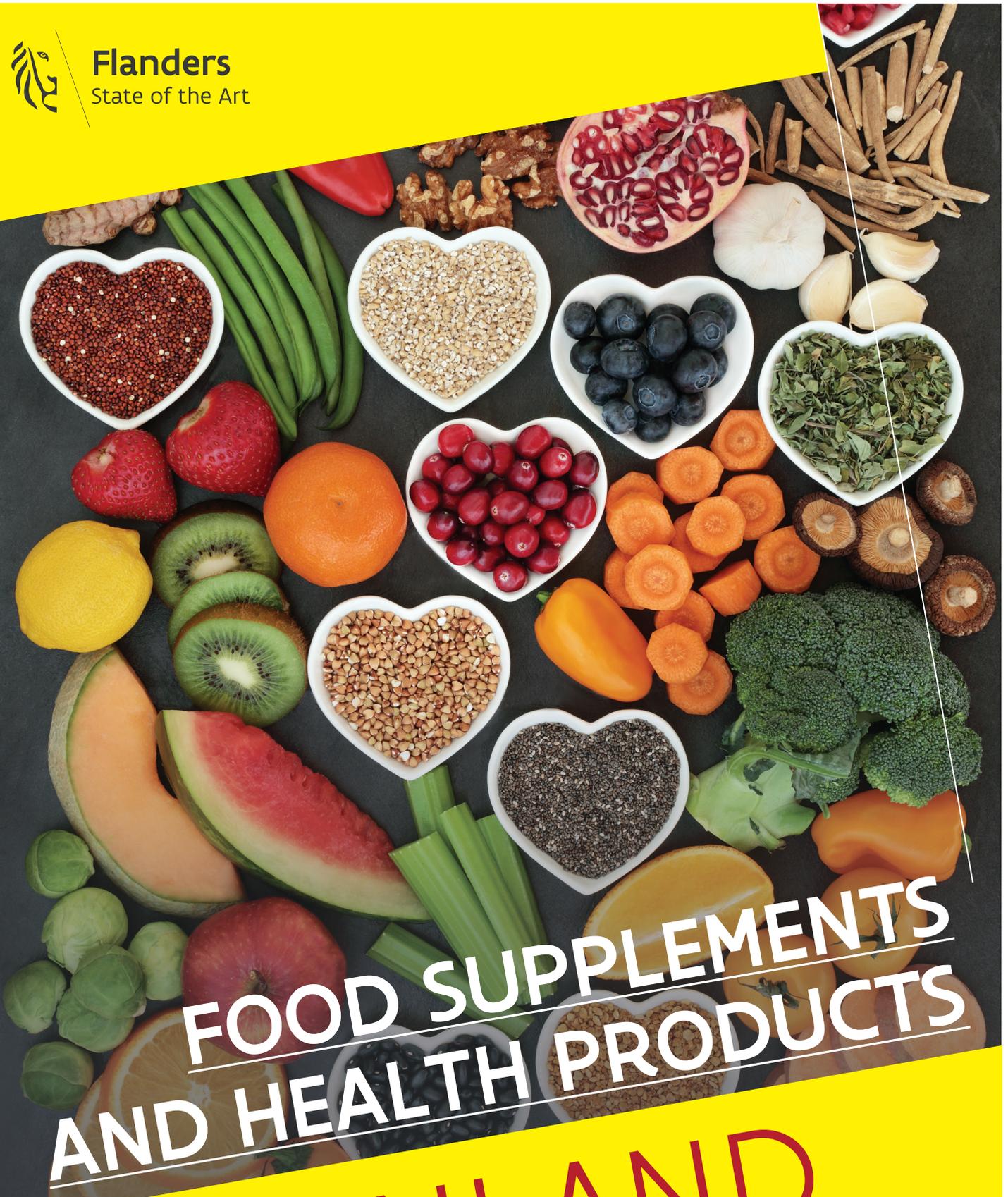




Flanders  
State of the Art



# FOOD SUPPLEMENTS AND HEALTH PRODUCTS

# IN FINLAND

FLANDERS INVESTMENT & TRADE MARKET SURVEY



# Food supplements & health products in Finland 2019

December 2019

# Content

- Introduction..... 3
- Finnish Health and Fitness Boom ..... 3
  - Perceptions on Health ..... 5
- Food Supplements and Consumer Behaviour ..... 5
  - Natural Products..... 6
- Future Trends ..... 6
- Importing Food Supplements and Health Products ..... 6
- Food Supplement and Health Product Importers and Wholesalers 2019 ..... 6
  - Chain stores with own import activities..... 7
  - Wholesalers..... 7
  - Fitness oriented supplements: importers and manufacturers ..... 8
  - Other retail outlets for food supplements and health products..... 9
- Producers of Health Supplements in Finland 2019 ..... 9
  - Finnish manufacturers of food supplements and health products..... 9
  - Contract Manufacturing of Food Supplements..... 12
- Events ..... 13
- Associations..... 13
- References..... 14

## Introduction

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This study covers the most important aspects of the food supplement and health product sector in Finland as well as the important players in this market. In this study, *food supplements* refers to various kinds of vitamins, minerals, fatty acids, and plant and herbal extracts. *Health products* refers to various kinds of superfood and raw food products. Many of the companies mentioned in this study also import other (often organic) products like foodstuffs and cosmetics.

People's interest towards food supplements and health products is intertwined with the ongoing fitness trend that has prevailed for the last decade. Also, the widespread awareness of healthy eating habits plays a role. Finns are generally more outdoor-minded than Belgians. Differences in socioeconomic background and gender also contribute to differences in eating habits and in usage of food supplements and health products.

## Finnish Health and Fitness Boom

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Finland has been going through a fitness boom for the past 10 years. People are especially interested in going to the gym, jogging, and new types of group sports like CrossFit or air yoga. The health boom can also be seen in the food and supplement consumption, as people aim at more diverse and healthier diets. At the same time, there is a growing awareness of the ethical and environmental aspects of consumption, which can be seen for example in the ongoing vegetarian and vegan food trends. These trends are visible especially in the capital area and other big cities like Turku, Tampere, and Oulu. All in all, there is a considerable difference in eating habits when looking at people's socioeconomical background as well as gender. People with a higher academic degree eat more according to the official guidelines, and women eat healthier: more vegetables and fruits and less meat than men.

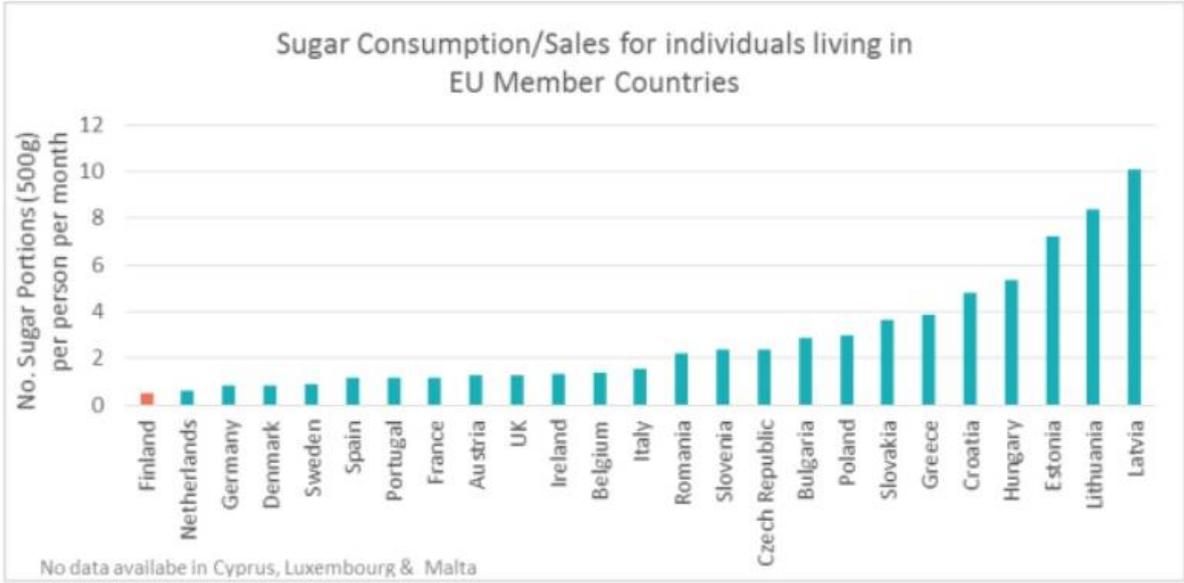
Functional medicine is probably more popular than ever before, adding value to health supplements and preventive health care. Several domestic and foreign brands are present in the Finnish health sector market. Especially the U.S. brand [Solgar](#) has received a lot of shelf space in the past few years. However, in general, products manufactured in Finland are preferred in almost all sectors. Finnish-made supplements are seen as safe and developed for the needs of Finns. This is also how Finnish products are marketed, in addition to the promise of pure natural ingredients from the Finnish nature.

In 2015, a TNS Gallup survey commissioned by Lidl, reported that one in three Finns uses dietary supplements or sports nutrients regularly. According to this survey, the typical users of these are women under the age of 35.

According to a study on food phenomena published by one of the two main supermarket chains (K:n Ruokailmiöt, 2019), the main trends in the food industry are currently:

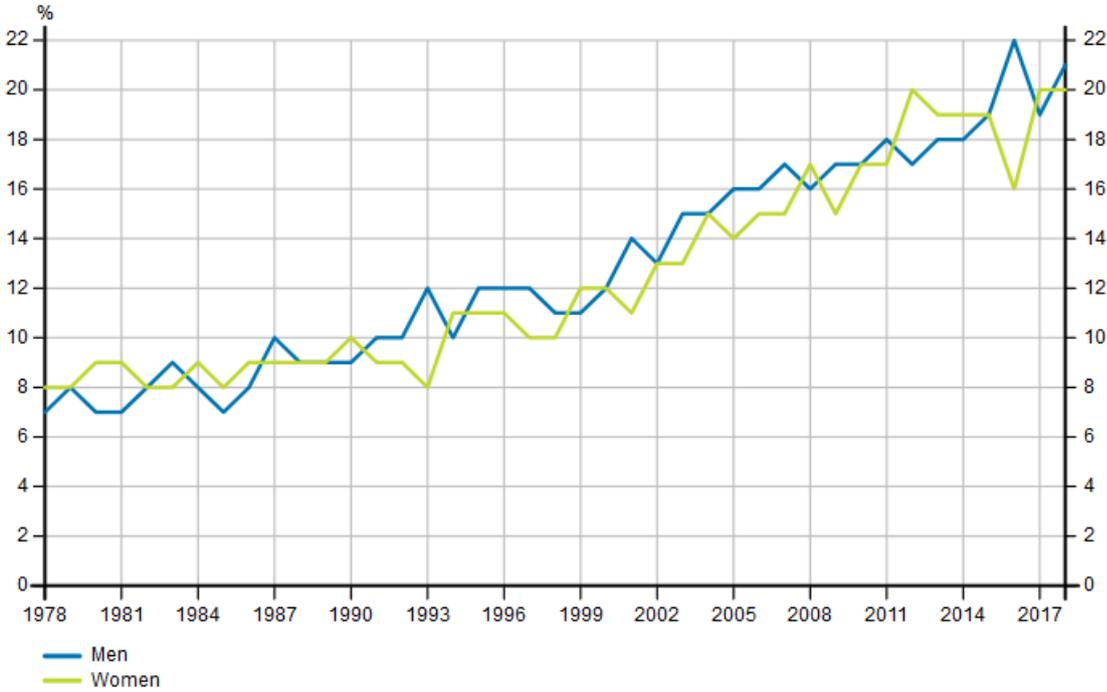
- Awareness in consuming
- Wellbeing in everyday life
- Detailed/sectored wellbeing
- Food adventures
- Finding balance in the hectic rhythm of life

Also, Finnish consumers are more interested in the content of their foods and drinks than ever before and sugar is actively avoided – as shown for example here in the World Obesity Atlas for EU 2017.



Despite the fitness and healthy food trends, Finns are still struggling with obesity which is becoming increasingly prevalent in Finland.

**Obese (BMI>30) persons out of 20-64-year-olds 1978-2018**  
self-reported weight and height



National Institute for Health and Welfare (THL)

## Perceptions on Health

A Finnish study by one of the two main supermarket chains (Kesko, 2017) revealed that 78% of Finns feel healthy and well, but at the same time almost a half (48%) aren't feeling totally satisfied and feel that they could do more for their well-being. Those aspirations relate to consuming more vegetables (82% of people), sleeping more (74%), or taking better care of their recovery (67%). Surprisingly, older people (ages 65–74) are more often feeling “excellent” (25%) than younger people between the ages 25–34 (12,5%). Health trends from around the world can be seen also in Finland, and potential future trends relate to increasing one's performance both physically, mentally, and in terms of nutrition.

## Food Supplements and Consumer Behaviour

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Approximately two thirds of Finnish women and more than half of men use dietary supplements, according to FinRavinto 2017, the most recent edition of a study done by THL, The Finnish governmental institute for health and welfare. Older and more educated Finns also use more supplements than those who are younger or less educated. The supplements used are mostly vitamins, minerals, and fatty acids.

In general, the majority of people consuming supplements do it “just in case”, which could even lead to unwanted consequences. Supplementary vitamin D is sometimes needed due to the lack of sun light during the long winter, and this vitamin is therefore added to milk and recommended as a supplement by the health authorities especially to children and elderly people. Also, vegans are usually aware that they should take some additional vitamin B12.

In proportion to energy, women's diets contain more carbohydrates, dietary fibre, vitamins A, E and C, folate, potassium, and magnesium than men's diets. One fifth of all Finns have an insufficient intake of vitamins (especially A, E, C, folate, potassium, and magnesium). More than 9 out of 10 people consume more salt than is recommended.

Regarding consumption decisions, especially young women tend to study the subject before making purchasing decisions. Hence, providing accurate information is a very important part of marketing these products: consumers want to know how much of a certain ingredient the product contains, where it comes from (country, source, method of production), whether it is sourced ethically, if it contains anything suspicious, and so on. Being informative and open is a very easy way to add value to the products in this market. Extreme care should be taken regarding word choices when marketing products for children, as for example social media users can be tough and quick in judging.

Finnish consumers generally have quite a good understanding of science and chemistry, so any claims made should be based on actual results of studies. For example, an increasing number of people are well aware that different forms of vitamins and other micronutrients are absorbed differently. Also, supplements are sometimes tested to see whether they really include what is being claimed; usually this is done by university researchers and both “good” and “bad” results easily end up in the news.

## Natural Products

Finnish people use 500 million euro a year on food/dietary supplements, vitamins, and natural products (Yle Uutiset 2016) and the market has strengthened as a result of a grown health and wellness trend. Strongly growing e-commerce is included in the number of half a billion, covering an amount of 40 million euro a year. Most of the sold products are domestic.

In the natural product category, most consumed products are berries, mushrooms, fresh herbs, and domestic superfood (K:n Ruokailmiöt 2019). Finland has a pure nature and vast forest areas, and together with high-quality food production, the domestic natural products and all domestic food in general is highly trusted by Finnish consumers.

## Future Trends

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Global megatrends can shape any industry. In the food supplement and natural product sector there are, according to a study done in 2018 (Sorvari & Koski), 3 clear megatrends that will impact the industry in the coming years: *Individualism* will become more important, as the consumer wants to be recognized as an individual with individual needs in supplements, natural products and foods.

The *digitalization* megatrend will affect the sector more and more in the future: new technological innovation like body measurements but also social media, and online sales. The *health and well-being* megatrend will continue, but the fitness and strict diet mindset will shift to a more holistic approach on wellbeing, both physically and mentally.

## Importing Food Supplements and Health Products

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Please read about the classification and import of food supplements and health products:

- **Finnish Food Authority** - [www.ruokavirasto.fi/en/companies/food-sector/production/food-categories/food-supplements/](http://www.ruokavirasto.fi/en/companies/food-sector/production/food-categories/food-supplements/)
- **Customs** - <https://tulli.fi/en/private-persons/importrestrictions/food-supplements> and [www.ruokavirasto.fi/en/companies/food-sector/production/food-categories/foodstuffs-for-particular-nutritional-use/legislation-concerning-foods-for-particular-nutritional-uses/](http://www.ruokavirasto.fi/en/companies/food-sector/production/food-categories/foodstuffs-for-particular-nutritional-use/legislation-concerning-foods-for-particular-nutritional-uses/)

## Food Supplement and Health Product Importers and Wholesalers 2019

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On the next pages you can find Finnish companies in the food supplement and health product sector. The companies listed are companies that *themselves import* or are *Finnish manufacturers* (themselves manufacturing or elsewhere – opportunities for Flemish companies that supply ingredients or do contract manufacturing). If you wish to get a list of the *non-importing* shops and web shops selling food supplement and health products please contact our office.

The companies are not in any rank order, and Flanders Investment and Trade Helsinki has done its best to find as many companies as possible.

## Chain stores with own import activities

### **Life**

Life Finland is a subsidiary company for Life Europe AB, and is an organic store chain. Selection includes natural products, food supplements and foodstuffs.

[www.life.fi](http://www.life.fi)

### **It's Pure**

Wide selection of nuts and natural sweets, but also food supplements and natural products. A store chain.

[www.itspure.com](http://www.itspure.com)

### **Helsingin Ekotukku**

A B2B wholesaler with organic foodstuffs but also food supplements and natural products. They also have 2 stores for consumers.

[www.ekotukku.fi](http://www.ekotukku.fi)

### **Ecoteekki**

This chain has 2 shops and a web shop, their selection includes nutrition supplements, cosmetics, organic food, clothes etc.

[www.ecoteekki.fi/](http://www.ecoteekki.fi/)

### **Circlum Farmasia**

An importer and a wholesaler of health products, food supplements, and homeopathic remedies. Has 2 stores.

[www.circlumfarmasia.fi/](http://www.circlumfarmasia.fi/)

## Wholesalers

### **Valioravinto**

Valioravinto is a producer and a wholesaler of food supplements.

[www.valioravinto.fi](http://www.valioravinto.fi)

### **Vegekauppa**

Vegekauppa sells vegetarian food as well as food supplements, and has own import.

[www.vegekauppa.fi](http://www.vegekauppa.fi)

### **Polar Pharma**

An importer of food supplements and sport supplements

[www.polarpharma.fi](http://www.polarpharma.fi)

### **Futhealth**

Importer of food supplements and other health products.

<https://futhealth.fi/>

**Makrobios**

Wholesale/importing company with focus on organic and ecological high-quality products, and they also have private label food supplements.

[www.makrobios.fi](http://www.makrobios.fi)

**Organic Health**

An importer and wholesaler of organic and natural foods, they currently have one brand in food supplements.

[www.luomuruokatukku.fi/](http://www.luomuruokatukku.fi/)

**Natura Media**

Natura Media is a producer and a wholesaler of food supplements.

[www.naturamedia.fi/](http://www.naturamedia.fi/)

**Comed Oy**

Company has a few own food supplements which are manufactured by contract manufacturers, and they also import other brands.

[www.comed.fi/](http://www.comed.fi/)

**Aboa Medica**

A wholesaler of food supplement and health products

[www.aboamedica.fi/](http://www.aboamedica.fi/)

**HCA Health Concept Oy**

Importer of food supplements.

[www.hca.fi/](http://www.hca.fi/)

**Infinita Oy**

Importer and wholesaler of health and lifestyle products.

[www.infinita.fi/](http://www.infinita.fi/)

**Harmonia**

Harmonia selling and *marketing* health products, operates also in Scandinavia.

[www.harmonia.fi/](http://www.harmonia.fi/)

## Fitness oriented supplements: importers and manufacturers

**Func Food Finland Oy**

The company's brands include, among others: FAST Sports Nutrition, Finland's leading sports nutrition brand, as well as CocoVi, the most popular superfood brand in Finland.

[www.funcfood.com/?lang=en](http://www.funcfood.com/?lang=en)

**Leader Foods Oy**

Company manufactures food supplements, health products and healthy snacks at their own factories in Finland.

[www.leader.fi/eng/](http://www.leader.fi/eng/)

### **Nutrimarket Oy**

Nutrimarket has developed its own sport supplement series, manufactured by contract manufacturers. This company also has a web shop *Aminopörssi* for sport supplements, workout clothing, accessories, superfoods and dietary supplements.

<https://nutrimarket.fi/englanniski/>

[www.aminoporssi.fi/](http://www.aminoporssi.fi/)

### **Sporttimekka**

Importer of sport supplements, and clothing.

<https://sporttimekka.fi/>

### **Voimapuoti**

Importer of sport gear and nutrition supplements.

[www.voimapuoti.com/](http://www.voimapuoti.com/)

### **Fitness Online**

Wholesaler and a web shop of sport supplements.

[www.fitnessonline.fi/index.php?pageId=1&page=Home](http://www.fitnessonline.fi/index.php?pageId=1&page=Home)

### **M Nutrition**

Proteins, vitamins, superfoods with own label M-Nutrition made by contract manufacturers.

[www.m-nutrition.fi](http://www.m-nutrition.fi)

### **SN Sport / Sportsnutrition**

Importer of sport supplements, own brand Force made by contract manufacturers.

[www.sportsnutrition.fi/patukat-leivokset-c-236.html](http://www.sportsnutrition.fi/patukat-leivokset-c-236.html)

## Other retail outlets for food supplements and health products

In Finland, the grocery stores also sell food supplements. Since the health boom, the grocery stores have increased their selections. The grocery trade in Finland is in most part in the hands of 2 big retailers, the S-group (46.4%) and Kesko (36.1%). Lidl Finland has a market share of 9.6% (2018).

The grocery stores sell basic food supplements and health products, and with food supplements they also have several private label products.

## Producers of Health Supplements in Finland 2019

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### Finnish manufacturers of food supplements and health products

Either production in Finland or product development in Finland and production elsewhere

#### **Vitabalans Oy**

Vitabalans manufactures medicines, food supplements and animal health products at their own factory.

[www.vitabalans.fi/fi/](http://www.vitabalans.fi/fi/)

**Aromtech Oy**

Aromtech Oy is specialized in producing oils from arctic berries' seeds, and bioactive extracts. They produce food supplements, also for contract manufacturing.

[www.aromtech.com/en/](http://www.aromtech.com/en/)

**Biomed Oy**

Biomed Oy is a producer of food supplements and health products since 1982.

[www.biomed.fi/en/](http://www.biomed.fi/en/)

**Dermoshop Group**

Finnish company developing mostly cosmetics but also have food supplements. Production in various European countries.

[www.dermosil.fi/](http://www.dermosil.fi/)

**Sobat Oy**

Importer and manufacturer of superfoods, supplements, powders and extracts.

<https://feelvivid.fi/fi/12-uuhteet>

**Foodin – Rawmance Oy**

Importer and manufacturer of health products, and organic foods.

<https://foodin.fi/>

**Puhdistamo – Real Foods Oy**

The company develops food supplements and health products in Finland from natural ingredients, mostly own production and/or packaging, independent quality controls.

[www.puhdistamo.fi/](http://www.puhdistamo.fi/)

**Roosom Foods Oy**

A company producing superfoods, packed in Finland.

<http://rawsom.fi/#palvelupiste>

**Func Food Finland Oy – CoCoVi**

A company selling health and healthy snack products, packed mostly in Finland.

<https://cocovi.fi/>

**Biolatte Oy**

A company developing probiotics, Sc. Boulardii, and enzyme supplements, manufactured by contract manufacturers.

<https://biolatte.fi/>

**Suomen Voimaruoka**

The Voimaruoka brand is mostly known for the protein rich drink power mixes, but the company also sells some superfoods. Manufacturing is by contract manufacturers in Finland and elsewhere.

[www.suomenvoimaruoka.fi/](http://www.suomenvoimaruoka.fi/)

**Arctic Warriors**

Superfoods and berry powders from Finnish Lapland.

[www.arcticwarriors.fi/en/](http://www.arcticwarriors.fi/en/)

**Frantsila Oy**

Frantsila is a pioneer in organic herb farming in Finland, and has been a natural health product manufacturer since 1981.

<http://frantsila.com/en/>

**Hankintatukku Oy**

Hankintatukku is developing, manufacturing, and marketing food supplements, they have their own brand but also offer contract manufacturing and private label products.

[www.hankintatukku.fi/en/](http://www.hankintatukku.fi/en/)

**Leader Foods Oy**

The company manufactures food supplements, health products and healthy snacks at their own factories in Finland.

[www.leader.fi/eng/](http://www.leader.fi/eng/)

**New Organics Oy**

The company manufactures in Finland at their own factory additive free health products and food supplements with preference given to Finnish ingredients.

[www.puhdasplus.fi/yritys/](http://www.puhdasplus.fi/yritys/)

**Polar Pharma Oy**

Imports food supplements and sport oriented health products, and uses contract manufacturers to manufacture their own brands.

[www.polarpharma.fi/en/contact.html](http://www.polarpharma.fi/en/contact.html)

**Verman Oy, Suomen Bioteekki Oy**

Suomen Bioteekki Oy develops and markets food supplements, manufactured by other companies. A subsidiary of Verman Oy that also develops and markets food supplements as well as medicines.

<https://bioteekki.fi/>, <https://verman.fi/>

**Terveyskaista Oy**

The Terveyskaista brand products are produced in Finland by contract manufacturers.

[www.terveyskaista.fi/yhteystiedot/](http://www.terveyskaista.fi/yhteystiedot/)

**Valioravinto Oy**

One of the oldest companies in the field – production, contract manufacturing, and wholesale of food supplements.

[www.valioravinto.fi/en/](http://www.valioravinto.fi/en/)

**Via Naturale**

Via Naturale is a wholesale and marketing company of food supplement and health products.

[www.vianaturale.fi/Vianaturale+EN](http://www.vianaturale.fi/Vianaturale+EN)

**Fennovita Oy**

The company develops food supplements, manufactured by contract manufacturers.

<http://fennovita.fi/>

**Luontaistukku**

Sells online only their own food supplement brand (made by contract manufacturers).

[www.luontaistukku.fi/](http://www.luontaistukku.fi/)

**Abmed Oy**

The company develops and markets food supplements, produced by contract manufacturers in Finland.

[www.abmed.fi/](http://www.abmed.fi/)

## Contract Manufacturing of Food Supplements

The companies listed here do only contract manufacturing. For companies manufacturing own brands as well as contract manufacturing, see above *Finnish manufacturers of food supplements and health products*.

**Pharmia Oy**

The company develops and manufactures food supplements in Finland at their own factory.

[www.pharmia.fi/en/](http://www.pharmia.fi/en/)

**Galena Pharma Oy**

Contract manufacturing of pharmaceuticals, foods supplements, etc.

[www.galena.fi/en/galena-pharma-oy/](http://www.galena.fi/en/galena-pharma-oy/)

**Minorito**

The company develops and contract manufactures food supplements.

[www.minorito.fi/](http://www.minorito.fi/)

**FoodWest**

The company contract manufactures mostly liquid foodstuffs but also liquid food supplements.

[www.foodwest.fi/](http://www.foodwest.fi/)

**Fingredient**

The company offers raw materials for cosmetic, food and health industry. Also R&D, and plant extracts. Most of their products come from the Finnish nature.

[www.fingredient.com/](http://www.fingredient.com/)

**Töysän Apteekki**

Contract manufacturing of a selected pharmaceuticals and food supplements.

[www.tuurinapteekki.fi/sopimusvalmistus/](http://www.tuurinapteekki.fi/sopimusvalmistus/)

**Maustaja Oy**

The company contract manufactures mostly foodstuffs but also food supplements.

[www.maustaja.fi/](http://www.maustaja.fi/)

## Events

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### **I Love Me -fair**

A fair including the following themes: beauty, natural products, food supplements, alternative healthcare, and fashion at the Helsinki Expo and Convention Centre. Organized yearly in October.

<https://iloveme.messukeskus.com/>

### **Terveyssummit**

An online event with professional speakers from the wellness and medical industry.

<https://terveyssummit.fi/>

## Associations

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### **Health Product Wholesalers in Finland**

The association contributes to manufacturing, importing and marketing of reliable and first-rate health products.

[www.luontaistukut.fi/in-english.html](http://www.luontaistukut.fi/in-english.html)

### **Finnish Health Product Retailers' Association**

An association for the health product chains in Finland consisting of some 200 health food/natural product shops or chains.

[www.terveystuotekauppa.fi/](http://www.terveystuotekauppa.fi/)

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<https://thl.fi/fi/web/hyvinvointi-ja-terveyserot/eriarvoisuus/elintavat/ravitsemus>

<https://thl.fi/en/web/thlfi-en/-/obesity-becoming-more-prevalent-among-working-age-people-in-finland-who-target-for-preventing-obesity-difficult-to-reach?redirect=%2Fen%2Fweb%2Fchronic-diseases%2Fwhat-s-new>

The Finnish Grocery Trade Association

[www.pty.fi/julkaisut/tilastot/](http://www.pty.fi/julkaisut/tilastot/)

World Obesity Atlas for EU 2017

[https://content.worldobesity.org/site\\_media/uploads/eu-atlas-2017-v3.pdf](https://content.worldobesity.org/site_media/uploads/eu-atlas-2017-v3.pdf)

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