Every person, time and place is different. You are not your mother, Saturday is not Monday, and Nilsiä is not Punavuori. For us, there is no such thing as an average customer – that is why every K-food store is different, reflecting its customers.

K-food stores listen to consumers’ desires and customers’ wishes. What will be in Finnish shopping baskets in 2017? Which food-related trends are causing a stir in Finland now and which will be next year? Will shopping lists in Eastern Finland differ from those on the west coast? We have been looking for answers to these questions.

We have carried out an extensive study involving experts, retailers, suppliers and K-Plussa customers in the grocery trade to identify food-related trends for next year. K’s Food Trends 2017 report describes what Finns want to eat now and next year, which diets they are on and which food they are buying.

K – For shopping to be fun

The data for this study was collected from Kesko’s Plussa database in October 2016 (n=1,111). The study was carried out by Frankly Partners.
**Historical Events in 2016**

**1. January**
People ate healthily after indulging at Christmas. Citrus fruits are in season at the beginning of the year. More citrus fruits are sold when the weather is colder and the days are darker. Instant soup diets were no longer popular.

**2. February**
Sales of flowers doubled in Valentine’s Day week. The most popular flowers were tulips and roses; bouquets were also popular. In terms of confectionery, the biggest sellers were heart-shaped products and beautiful boxes of chocolates.

**3. March**
Easter is the second largest food-related celebration of the year – sales at food stores increase by 20 per cent. Approximately 115,000 kg of mutton and lamb was sold at Easter.

**4. April**
Pulled Oats sold like hot cakes.

**5. May**
Summer trends included smoking food and grilling vegetables. Bone-in meat and Finnish fish also increased in popularity.

**6. June**
The vegetable boom accelerated: K-food stores have seen a dramatic increase in sales of vegetarian foods. K-Group stores piloted a vegetarian section to bring together all plant-based protein products.

**7. July**
Microbrewed and specialist beers had seen a 50 per cent year-on-year increase in the first half of the year. Alcohol-free cocktails – mocktails – also gained in popularity. Sales of mixers increased by more than 30 per cent in the first half of the year.

**8. August**
Food wastage was a talking point during Food Waste Week. Approximately 90 per cent of K-food stores donate food to charity.

**9. September**
Pirkka, the best known private label in Finland, celebrated its 30th birthday. Customers’ product requests reflect food trends: customers wish to see gluten-free, milk-free or vegan products in the private label selection.

**10. October**
Finnish are keen on seasonal food. For example, sales of pumpkins and squashes have risen six-fold in the last seven years.

**11. November**
The K-Food Awards selected Fazer root vegetable breads as the best new product of the year and Pulled Oats as the food trend of the year. Pesolan Pihviliha was nominated local producer of the year and Teppo Ylä-Hemmälä was the most influential figure in terms of local food trends.

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**Sunday is becoming a normal shopping day, with people choosing to make their biggest weekly shopping trips on Sundays.**

**The K-food mobile app has been downloaded 400,000 times. The app makes everyday food shopping and purchasing easy.**

"We quadrupled the amount of space devoted to vegan products. The vegan department is in a good location near the entrance." Veli-Pekka Hussi, K-supermarket Manhattan
FINNISH FOOD TRENDS

The trends of everyday well-being and informed consumption have long been part of everyday life for Finnish people. They continue to play a key role in everyday food choices. Newer trends, which have so far only reached a smaller group of people, revolve more around feelings and experiences.
The largest food trends have already solidified their place among Finnish shoppers. Nowadays, established food trends are evolving through new food trends. For example, everyday well-being has branched out into the distinct phenomenon of tailored well-being.
INFORMED CONSUMPTION

SUB-TRENDS:

REDUCING FOOD WASTAGE

Food wastage can be reduced by smart people doing smart things to make sure that good food is not thrown away. There is already a large group of people in Finland striving towards this ideal, and the trend shows no sign of tailing off.

LOCAL FOOD

Finnish people already favour Finnish and locally-produced food. Local food will continue to interest large groups of people next year.

ETHICAL FOOD

There is a clear desire to increase the consumption of ethical food – particularly food that has a smaller impact on the environment – in comparison with the status quo.

Sensible consumption has already attained a strong position. In times of uncertainty and change, food is one area where people can seek stability – a way of making a difference and doing good. This trend involves favouring local and ethical food.
INFORMED CONSUMPTION

INFORMED CONSUMERS WILL BE PUTTING MORE OF THE FOLLOWING PRODUCTS IN THEIR SHOPPING BASKETS IN 2017:

- **56%**  BREAD FROM LOCAL BAKERIES
- **52%**  MEAT FROM LOCAL PRODUCERS
- **46%**  PRODUCTS FROM SMALL PRODUCERS
- **45%**  BREAD MADE FROM FINNISH RYE
- **33%**  ORGANIC PRODUCTS FROM FINLAND
- **30%**  ENVIRONMENTALLY FRIENDLY PRODUCTS
- **25%**  WASTE FOOD

"Local food is a permanent trend – it has been for ten years. Stories sell.”
Sami Hertell, K-citymarket Nummela

"Sales of Fairtrade vegetables and fruits – particularly bananas – have increased dramatically.”
Ari Akseli, Kesko's Vice President, grocery trade division

"In Sweden sustainability is an important driver for many big phenomena, like the rise of "veggie". Veggie is not an alternative market anymore, but very much in the highlight.”
Market & Consumer Insight, ICA Sverige AB

"Finnish food is honest and unfussy, and it sells well. The ingredients need to be good and of high quality.”
Mika Timonen, K-citymarket Itäkeskus
Making everyday life easier is an important food trend but it also gives rise to conflicting feelings. People are looking for ways to make everyday life easier but they do not always want to admit this. Demand will remain strong for foods that can be prepared quickly and semi-finished food products. However, the key sales arguments in favour of these products are likely to be based more around experiences than reasoning. This trend is likely to grow more than people will be willing to let on.

<table>
<thead>
<tr>
<th>MAKING EVERYDAY LIFE EASIER</th>
<th>&quot;15 MINUTES&quot;</th>
<th>SEMI-READY</th>
</tr>
</thead>
<tbody>
<tr>
<td>To some extent, almost everyone already favours solutions that make everyday life easier and quicker. This trend will evolve and remain strong.</td>
<td>People are already favouring foods that can be on the table &quot;within 15 minutes&quot;. This trend is showing steady growth.</td>
<td>Semi-ready foods make everyday life quicker but people would like to have more ways of speeding things up. Semi-ready products that are considered healthy and of high quality have particularly good potential.</td>
</tr>
</tbody>
</table>

There is consistent demand all over Finland for solutions that make everyday life easier and quicker. The popularity of take away and other take-out foods will grow slightly more in the northern and eastern parts of the country. In the south, people will favour high-quality semi-finished products.
"We can make customers’ everyday lives easier by providing food ideas or making it quicker and easier to shop in-store. One way to do this is to reorganise the store."
Sami Hertell, K-citymarket Nummela

"The demand for hassle-free food has not led to a corresponding increase in the sales of processed convenience foods. There has been growth in customers’ wishes for fresh products that have undergone more stages of preparation and clean raw materials that are easy to prepare."
Jouni Ekholm, K-Supermarket Mustapekka

"Consumers are keen to experiment, particularly at the weekend. At the start of the week, customers are busy, so they need to be offered quick and easy food."
Mika Timonen, K-citymarket Itäkeskus

"Fruits and vegetables are good examples of how products can become more popular if they are made easier to use. For example, sales of mangos and avocados have multiplied in recent years as ready-to-eat varieties have hit the stores."
Ari Akseli, Kesko’s Vice President, grocery trade division

THE "READY QUICKLY" FOOD TREND WILL RESULT IN CONSUMERS PUTTING MORE OF THE FOLLOWING PRODUCTS IN THEIR SHOPPING BASKETS IN 2017:

- 54% Ingredients for stews
- 43% Fish from the fish counter
- 31% Healthy convenience foods
- 27% Additive-free convenience foods
- 24% Ready-to-use salad ingredients
- 24% Pre-chopped vegetables
- 21% Ready-made salads
EVERYDAY WELL-BEING

Everyday well-being is closely related to general conceptions of healthiness and well-being, and it has become an established trend. However, the desire for healthier food products continues to grow. Nowadays, this trend is evolving through new experiences. Tailored well-being has branched out to form a separate trend. Customers want to eat more fruit and vegetables and use less sugar. They are seeking variation in their everyday meals by using seasonal foods.

The majority of Finnish people are already looking after themselves by making changes to their diets, and this trend will not tail off in the near future. Next year, customers will continue wanting to make better choices for their own well-being, and the popularity of fruits and vegetables will grow steadily.

Making an effort to eat better everyday food is also linked to better choices. “Better” does not just mean healthier; it is also about diversity and enjoyment.

The trend of actively boosting well-being covers the entire country. People in the northern and eastern parts of the country have a greater desire for better everyday food. In the southern part of the country, people are taking a more relaxed approach to food.

The demand for better health manifests itself in the form of small choices and actions alongside larger objectives. Consumers are seeking healthier alternatives to familiar foods. An example of this is a preference for white meat over red meat.
"Various types of buffet that allow customers to choose fresh products have become important services in-store. Customers can see the quality of the produce and can make their own choices."
Jouni Ekholm, K-Supermarket Mustapekka

"New products such as cauliflower rice are appearing on the shelves. These can replace traditional accompaniments like grain and rice."
Ari Akseli Kesko’s Vice President, grocery trade division

"Even on weekdays, people want to make food from scratch rather than settling for convenience food. However, semi-ready products, such as root vegetables for soups, make cooking easier."
Markus Ranne, K-supermarket Hertta

"Fresh berries and avocados showed the biggest growth in sales quantities in 2016. People eat berries all year round. Avocado has become everyone’s favourite food. Stores sell 2.1 million kilos of avocado. It is one of the best selling products in Greater Helsinki."
Ari Akseli Kesko’s Vice President, grocery trade division
The well-being megatrend is branching out in two increasingly distinct directions. Tailored well-being involves creating an individually customised diet – one that does not necessarily correspond to the public food circle. People are saying no to restrictions and rules, and are instead seeking more of something. They hope their choices will lead to a positive state of mind, experiences and adventure, factors that appear to be more attractive than overall well-being. The trend towards tailored well-being is seeing dramatic growth thanks to the sub-trends of tailored diets and flexible vegetarianism.

Interest in the trend towards tailored well-being is increasing all over Finland. The trend has already become established in southern Finland, while the flexible vegetarianism trend is growing more dramatically elsewhere in Finland.
People always used to pile their shopping baskets high with proteins: protein powders and other supplements, as well as raw chocolate superfood. Now gluten-free diets are on the rise and high-protein quark continues to sell well.

Sami Hertell, K-citymarket Nummela

The growth in sales of nuts and seeds has fallen and stabilised at a level below its peak. Raw confectionery bars are now growing in popularity. This is because they are a quick and easy snack, and they are a healthier option.

Ari Akseli Keskon Kesko’s Vice President, grocery trade division

If we could get any Pulled Oats, there would be plenty of demand for them. Above all, the desire to eat other things than meat is increasing.

Veli-Pekka Hussi, K-supermarket Manhattan

People are making smoothies at home, and we see the effects of this in-store as ingredients such as berries, quark and even ginger are popular. Vegetable smoothies are also on the rise. Ginger is also suitable for other foods, such as Asian cuisine.

Jouni Ekholm, K-supermarket Mustapekka

The “Tailored Well-Being” trend will result in consumers putting more of the following products in their shopping baskets in 2017:

- Berries, seeds & nuts: 51%
- Frozen vegetables: 32%
- Pulled oats: 31%
- Honey: 30%
- Finnish superfood: 26%
- Broad beans: 25%
- Ginger: 24%

If we could get any Pulled Oats, there would be plenty of demand for them. Above all, the desire to eat other things than meat is increasing.

Veli-Pekka Hussi, K-supermarket Manhattan
Fine-tuned food is a growing trend, although it is still relatively small. This food trend – like tailored well-being – is driven by a strong sense of individualism. Cooking is a matter of status, which is leading people in increasing numbers towards efforts to create food experiences, such as making restaurant-standard food at home or favouring above-average products, brands and raw materials. The trend towards fine-tuned food is boosted by all of the related sub-trends.

Nowadays, more and more people want to make restaurant-standard food at home. This will become particularly apparent in customers’ weekend shopping behaviour.

People are becoming more interested in unique products, as well as meaningful products, such as artisanal products, and the stories behind how they are mind. In 2016, this was apparent in the rise of beverages from microbreweries.

Unique products that are not in every store will become much more attractive next year. To be genuinely unique, individual products will not grow to become everyone’s favourites, but at their greatest, products can attain this position. An example of this is Sriracha-sauce.

The trend towards fine-tuned foods is growing throughout Finland, especially in western Finland, where people are particularly interested in making restaurant-standard food at home and favouring above-average products. People in southern Finland are most interested in stories.
The "Fine-Tuned Food" trend will result in consumers putting more of the following products in their shopping baskets in 2017:

<table>
<thead>
<tr>
<th>Product</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Products from local areas and small producers</td>
<td>56%</td>
</tr>
<tr>
<td>Seasonal foods</td>
<td>39%</td>
</tr>
<tr>
<td>Modernised traditional foods</td>
<td>29%</td>
</tr>
<tr>
<td>Finnish superfood</td>
<td>26%</td>
</tr>
<tr>
<td>Lamb &amp; mutton</td>
<td>20%</td>
</tr>
</tbody>
</table>

"What has changed? Previously, when people wanted to eat Italian and Asian food, they bought ready-made products. Nowadays, customers want to make the food themselves from fresh ingredients."

Jouni Ekholm, K-Supermarket Mustapekka

"Upon customers’ requests, we have stocked products such as genuine 00 flour, a very finely ground flour intended for making Italian pizza dough."

K-citymarket Nummela, Sami Hertell

"We arranged a harvest festival in the car park of our store and local farmers attended. High-quality Finnish ingredients are essential to a high-quality food store."

Jouni Ekholm, K-Supermarket Mustapekka
CULINARY ADVENTURES

SUB-TRENDS:

INTERNATIONAL FLAVOURS
- Experimenting with new international flavours and recipes has already become an established trend, which is here to stay. Ingredients such as ginger, coconut milk and coriander are included in stores' standard product selections.

NEW FLAVOUR EXPERIENCES
- New flavour experiences are refreshing and an ever-expanding group of people are constantly seeking out more of them. People are looking for flavour experiences by getting to know new spices and herbs, and by seeking inspiration from history and their grandmothers' cookbooks.

SOCIAL COOKING
- The growth in social interaction is leading to increased interest in people cooking together. Sharing food with family and friends is linked to the growing trend towards experimentation.

People are increasingly seeking experiences with food, and the growth in social interaction is leading people towards doing this together. The popularity of more exotic ingredients has already become relatively established, but people will increasingly seek out food innovations and new flavour experiences in the future.
THE "CULINARY ADVENTURES" TREND WILL RESULT IN CONSUMERS PUTTING MORE OF THE FOLLOWING PRODUCTS IN THEIR SHOPPING BASKETS IN 2017:

- Sweet potato: 42%
- Avocado: 34%
- Ginger: 24%
- Soured milk: 24%
- Coconut milk: 22%
- Broad beans: 22%

"In terms of sales volumes, sushi is just as important as bananas.”
Jouni Ekholm, K-Supermarket Mustapekka

"Cooking in and of itself has become a trend. People want to try new recipes and ingredients. They want to cook with friends and family.”
Markus Ranne, K-supermarket Hertta

"The Asian food trend brought coriander to Finland. Now it is a standard ingredient in normal food and it must also be available at local stores.”
Mikko Länsiluoto, K-Market Toööntori

"Ginger and coconut milk have become everyday products.”
K-Market Karppala, Sanna Mäkinen
PRODUCTS IN FINNISH SHOPPING BASKETS IN 2017

INGREDIENTS, TOP 5
1. Meat from local producers
2. Berries, seeds, nuts
3. Gutted and filleted fish from the fish counter
4. Sweet potato
5. Avocado

NEW, MORE EXTENSIVE SERVICES AND METHODS, TOP 5
1. More fruits and vegetables
2. Tailored well-being: foods that boost the well-being of the stomach, intestines, heart and brain
3. Reducing sugar
4. Locally produced food
5. Seasonal food

LOCAL FOOD
Braising meat (such as pork neck), white meat.

LOCAL AND HEALTHY
Products with the minimal level of processing, ready-to-use salad ingredients and sourdough bread are also on the rise.

HEALTHY AND PRECISELY WHAT I NEED
It is also becoming more popular to choose products close to their use-by dates, reduce the amounts of fat and sugar, and grow herbs at home.

RECIPIES/FOODS, TOP 5
1. Stews
2. Using leftovers
3. Seasonal recipes
4. Mediterranean foods
5. Porridges

SMART AND EXPERIENCE-SEEKING
Modernised traditional foods, game foods and more exotic cuisines, such as Middle Eastern food, are also becoming increasingly popular.

LOCAL AND HEALTHY
Products with the minimal level of processing, ready-to-use salad ingredients and sourdough bread are also on the rise.

PRODUCT GROUPS THAT WILL GROW IN 2017
On-the-go snacks and drinks will grow. There is a particular need for better choices. Demand for superfoods and raw confectionery bars will increase.

Interest in well-being drinks will continue to increase. Stores will stock even more varieties of vitamin drinks, aloe vera drinks and coconut water.

Oats in all forms will increase in popularity. Alongside Pulled Oats, other oat products, such as oat bread and oat yoghurt, will become stronger.

Naturally sweetened treats and raw chocolate are permitted indulgences and enable reasonable enjoyment.

Food from small producers will continue to interest consumers. Local food will be refined into an appreciation for an artisanal food culture (high-quality meat, sausages, chocolates, cheeses, microbrewed beers and ciders, genuine tastes).

Flavours from granny’s kitchen: soured milk is used for cooking in restaurants. We also expect soured milk to make a comeback on home dining tables.

Source: Kesko’s grocery trade division
Every person is different. That is why every K-food store is different. For shopping to be fun.

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