



Market report

Coffee

November 2025

General Description

Finnpartnership is a business partnership programme financed by the Ministry for Foreign Affairs of Finland and managed by Finnfund. Finnpartnership aims to generate positive development impacts by promoting business between Finland and the developing countries.

The goal of this market report is to provide information for stakeholders in developing countries about the Finnish coffee sector to ease their access to projects with Finnish stakeholders and organisations.

This market report is prepared by Cosmicon Oy in November 2025. The provided contact details may change over time, but Finnpartnership bears no responsibility for such changes. The organisations and contacts referred to in the report are collected with the best of our knowledge at that time, and Finnpartnership assumes no responsibility for the accuracy of information contained in the report, or its suitability for any purpose. Please note that the report is not intended for advertisement purposes.

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1. COFFEE AND COFFEE CULTURE IN FINLAND

In Finland coffee is an essential part of the daily life in homes, offices and institutions. It's estimated that more than 85% of the Finnish population consumes coffee regularly on daily and weekly basis. In Finland, coffee is drunk more than in any other country when coffee consumption is compared to the size of the population. Finns consume about 9 kg of roasted coffee per person annually.ⁱ

Most Finns drink 3–5 cups of coffee daily.ⁱⁱ Coffee is drunk in the morning at home, at work during meetings and breaks, at parties and of course in cafes. Most of the coffee consumed is made from ground filter coffee using a filter coffee maker.

Lighter roast filter coffee has always been popular in Finland, but in recent years, sales of dark roasts have increased to about 20 percent of all coffee consumed by Finns.ⁱⁱⁱ

Finland's coffee culture has its roots in early 18th century when the first green beans were received from the trading routes from Sweden. The first Finnish coffee shop was opened in 1773 in the city of Turku. At first, the coffee was a drink of the nobility but in the 19th century, coffee consumption expanded to middle-class homes, where people often roasted and ground their own coffee.

Roasted coffee sales surpassed green coffee sales to consumers in the late 1920s.^{iv} Industrial roasters began supplying pre-packaged and ground coffee to coffee shops in the 1920s. In the same decade, coffee began to be packaged in consumer packaging in addition to bags. Roasters developed their own coffee blends, which are still seen on store shelves today as Finland's most well-known coffee brands.

Nowadays in Finland coffee is a neutral and universally accepted beverage that acts as a social bond and strengthens community in all situations. Drinking coffee does not distinguish between social and societal classes but is experienced as a drink that unites the whole Finnish nation.

Changes in the coffee trade in Finland are relatively small, as coffee drinking habits change slowly. Lighter roasted coffee has always been more popular in Finland than in most other countries, but in recent years, sales of dark roasts have increased to about 20 percent of all coffee consumed by Finns.

Another emerging trend is espresso-based drinks. Many people have acquired an espresso machine or capsule machine for their homes, for example. Many coffee enthusiasts also prefer to buy their coffee in beans and grind it before brewing it at home. The popularity and supply of cafes and roasters offering specialty coffee has also increased.

A typical Finnish supermarket coffee bean shelf.

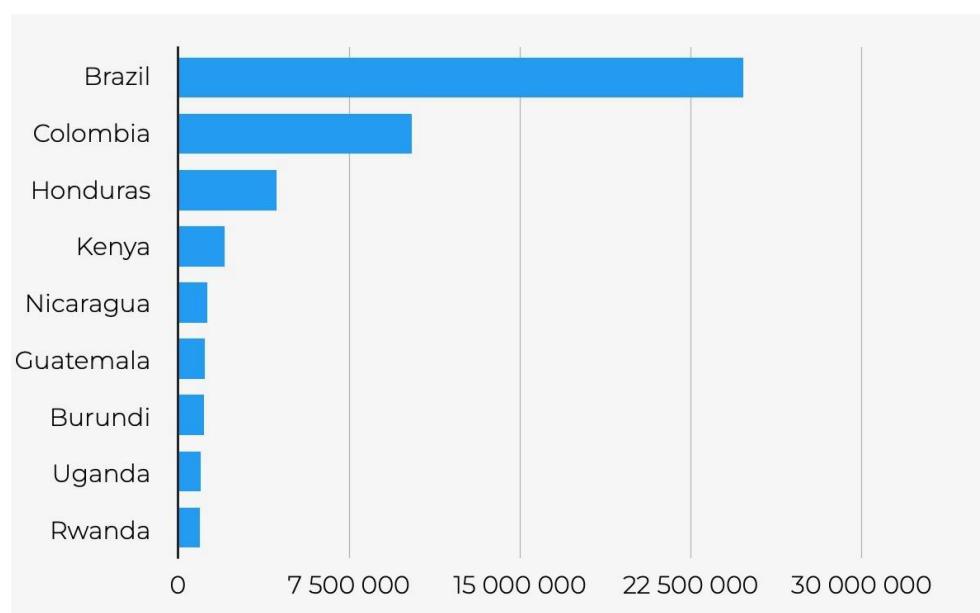


2. FINNISH COFFEE MARKET

The Finnish coffee market is dominated by two large roasters, Paulig and Meira. Paulig's share of the coffee market in Finland is approximately 50% and Paulig uses approximately 1% of the world's green coffee annually.^v After Paulig, the largest single coffee buyer is Meira, which belongs to the Italian Massimo Zanetti Beverage Group, which has several well-known global coffee brands.

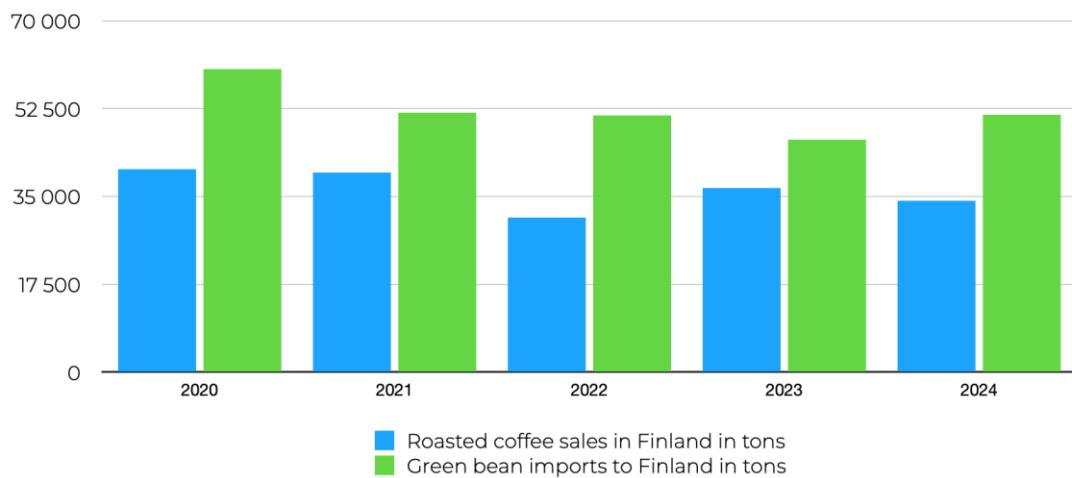
More than 75% of the green coffee used in Finland comes from Latin America, mainly Brazil.^{vi} Coffee is also purchased from Colombia, Costa Rica, Nicaragua, Honduras, Panama, Peru, Indonesia, India, Vietnam, Uganda, Kenya, Congo, Rwanda, Burundi, Tanzania and Malawi.

Green coffee imports by country of origin in kilograms in 2024



Source: Finnish Customs

Green beans import and roasted coffee sales in Finland 2020-2024



Source: Finnish Customs

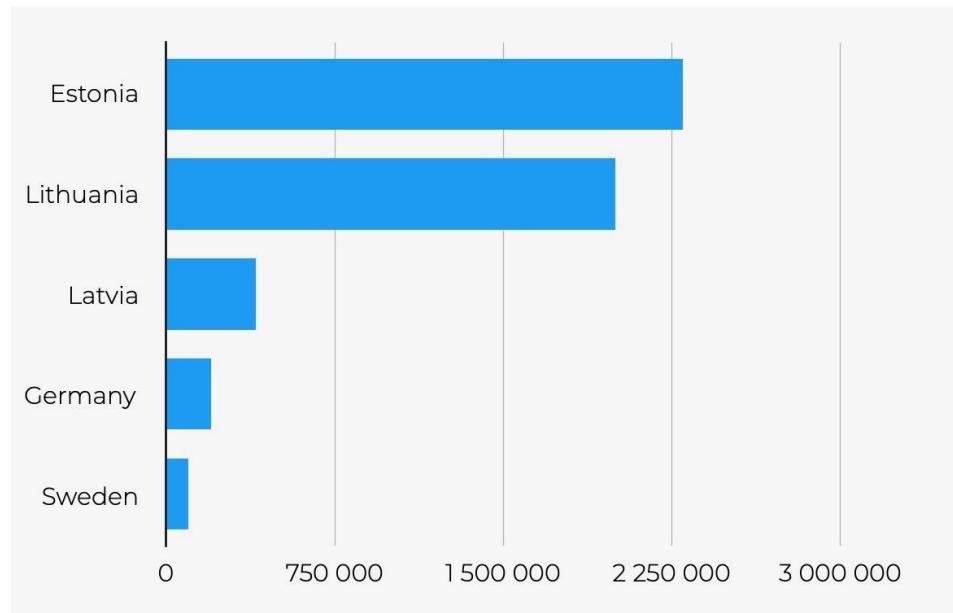
Most coffee in Finland is distributed through two large retail chains, S-Group and K-Group. In addition to these, the German retailer Lidl also has some market share. Together these 3 companies supply over 90% of the coffee consumed in Finland.^{vii} In addition to these large distribution channels, specialty coffee roasters, of which there are over 50 in Finland, also do their own direct sales.

Coffee sold in Finland is mainly arabica and some arabica-robusta blends. The most popular and best-selling package size is about 500 grams of filter-ground coffee.

Coffee prices per kilo in 2025 will vary at their cheapest around €2.40 per kilo, but more commonly around €9-13 per kilo. Slightly higher quality beans are €13-20 per kilo. Prices for specialty coffees from smaller roasters vary between €30 and €90 per kilo.^{viii} The most expensive ones are usually, for example, geisha-varietal single origin coffees from Central America.

Finland is also an exporter of roasted coffee. Most of the coffee exports are to Northern Europe, such as Estonia and the other Baltic states, Sweden, Germany, as well as Poland and Ukraine. Previously, significant quantities of coffee were also exported to Russia. Nearly all the coffee imported and exported is shipped through the Vuosaari port in Helsinki.

Finnish coffee exports 9/2024-8/2025 in kilograms



Source: Finnish Food and Drink Industries Federation

Trends in the Finnish consumer field include the increasing use of dark roast. Younger drinkers often choose dark roast. The share of dark roast has grown by about 20% annually in recent years.

The demand for decaffeinated coffee is also on the rise. More and more specialty coffee roasters are adding decaffeinated coffees to their ranges.

Young consumers are also more interested in coffee culture and specialty coffees. They might buy espresso machines or capsule machines for their homes and prefer to grind their own beans before brewing. Social media visibility of the producers is also important to them.

In addition, there has been a novel interest in using the coffee berry shell, or cascara, in drinks.

3. WHAT DO THE FINNISH GREEN COFFEE BUYERS VALUE?

Direct and timely communication is important to Finns. Try to answer all questions asked by the potential buyer based on facts and real, available information. If something is unclear, promise to find out and get back to the customer when it has been clarified.

In your offer, clearly highlight, for example, the bean type, variety, coffee processing type and any certifications the coffee has. For many, it is also important to know the coffee's growing conditions (e.g. altitude), as well as the coffee station where the coffee was processed. Do not forget also to inform about the amounts available.

Many customers are looking for single origin and single variety coffees, among other. In this case, it is important for the coffee station that the different batches remain separate and are processed separately. Today, many consumers are even interested in knowing more about an individual farmer. All information that follows quality coffee from the country of origin to the consumer is important and helps to understand issues related to the ethics of coffee, such as the use of natural fertilizers, the absence of child labor, fair compensation for the farmer, and so on.

Buyer interest almost always requires samples of the coffee batch in question. Without a sample, especially with a new customer, it is difficult to proceed. Make sure that the sample is from the same batch as the customer receives when ordering and that the sample is of uniform quality. If the coffee has been graded by a professional grader and has an SCA grade or it has been awarded in local coffee cupping, tell the customer about these ratings.

Bigger buyers like Meira and Paulig might need even three different samples. One before buying, second before shipping to verify that the batch is same as with the first sample and third sample to compare with the shipped coffee after the container has arrived in Finland.



When working with specialty coffees and small roasters, the order volumes are not large, especially in the beginning. This poses its own challenges, for example, for transportation. Most of the coffee that ends up in Finland comes to Europe as container shipments via the ports of Antwerp and Rotterdam. Since a single customer rarely takes the entire container, it is useful to try to find several customers whose coffees can be sent together.

It is even more useful if it is possible to find one European importer who will handle the customs duties and paperwork for the containers and forward the batches for individual customers within the European Union. In this case, a new Finnish customer has a lower threshold for ordering, as freight costs do not rise too high and there is no need to handle the entire customs clearance procedure for an individual transaction.

4. CHECKLIST WHEN OFFERING GREEN COFFEE TO FINNISH CUSTOMERS

- Be prepared to provide the customer with a sample of green coffee. Only with this can the customer be sure of the quality of the product and its suitability for the roaster's needs and profile.
- Prepare all possible information regarding the coffee's background, processing, availability and possible certifications.
- Finnish buyers value organic and fair-trade certifications. Check that all certifications are valid, and documents are up to date.
- The European Union Deforestation Regulation (EUDR) will gradually enter into force between 30.12.2026 and 30.6.2027^{ix}. It also applies to coffee importers. Please note that the customer may need information from the coffee producer to be able to complete the Due Diligence statement required by the regulation. This DD statement must be completed and registered well in advance of the shipment, so allow sufficient time for procedures.
- Consider whether you can offer local contacts for product inspection at origin, freight and shipping, or do you have an agent or existing customer in the European Union with whom you could send the coffee to a new customer in a shared shipment or container?
- Many specialty coffee roasters who buy directly from producers are interested in getting to know the coffee producers first, also on a personal level. Consider whether you could visit Europe or Finland, for example, in connection with a larger coffee event? Another possibility is to enable visits to the farm and coffee stations during the harvest season, when you can consider whether you want to invite a potential customer to visit.

5. CERTIFICATIONS

The most popular certifications that Finnish coffee buyers are interested in are Organic Certification, Fair Trade Certification and Rainforest Alliance Certification. The largest buyers such as Paulig and Meira mainly purchase certified coffee. In general, uncertified coffee is coffee purchased through partner programs where aspects related to responsibility and environmental values have been audited in other ways in the value chain. Specialty coffee roasters also prefer certified coffee. In addition to certification, traceability is also important. For large roasters, practically all coffee is traceable.

According to a study by the Finnish Coffee and Roastery Association^x, coffee sustainability and certifications are of interest to Finnish consumers. Of the young adults who responded to the study, 61% said they were interested in coffee sustainability and 62% were interested in the origin of the coffee. Human rights and environmental and climate impacts were also seen as important by the respondents.



6. EVENTS AND FAIRS RELATED TO COFFEE IN FINLAND

Helsinki Coffee Week is an annual event organized by baristas and other coffee professionals for the industry and the coffee lovers. It's organized in various locations in city of Helsinki usually during October. There are various seminars, cuppings, competitions and a roasters challenge.

<https://www.helsinkicoffeeweek.com>

Helsinki Coffee and Tea Festival is an important gathering for everyone who is interested in the coffee and tea in Finland. It is the largest event of such kind in Northern Europe organized since 2015. Helsinki Coffee and Tea Festival is three days long and organized in Cable Factory premises in Helsinki. The dates for the next event are 17th to 19th April 2026.

<https://www.carnivals.fi/en/>

The Food Fair is an annual event around food and beverages organized in Helsinki Fair Center. The Food Fair is a consumer fair, but there are frequently also coffee related competitions (barista, cup tasting and brewing) and sometimes public tastings. The dates for the fair are 24th to 26th April 2026.

<https://ruokamessut.messukeskus.com/en/>

Gastro Helsinki is a professional HoReCa fair organized annually in Helsinki Fair Center. The focus is on technologies and innovations but there are sometimes coffee related exhibitors and tastings. Gastro Helsinki will be organized on 11th to 12th March 2026.

<https://gastro.messukeskus.com/en/>

7. LIST OF COFFEE ROASTERS IN FINLAND

All contact information and links were checked for accuracy on November 30, 2025.

Major coffee roasters:

Meira Oy
Massimo Zanetti Beverage Group
Aleksis Kiven katu 15,
PO BOX 32
00511 Helsinki
<https://meira.fi/en/>

Paulig Oy
Satamakaari 20
PO BOX 15
00981 Helsinki
<https://www.pauliggroup.com>

Speciality coffee roasters:

Abi Coffee / Kahvitukku ABI Oy
Asianajajankatu 6 Halli 10
20780 Kaarina
<https://abicoffee.fi/>
myynti@abicoffee.fi

Artisan Roastery / Iacon Oy
Levytie 2–4
00880 Helsinki
<https://www.artisancafe.fi/>
info@artisancafe.fi

Askaisten Prännäri Oy
Villnäs Brännare Ab
Ruohosenmaantie 127
21240 Askainen
<http://www.askaistenprannari.fi>
askaistenprannari@gmail.com

Brimo / Efficiens Oy
Takojankatu 5
15800 Lahti
<https://brimo.fi>
info@brimo.fi

Café Nazca Ky
Naulakatu 2
70800 Kuopio
<https://cafe-nazca.fi>
karla.harzdorf@cafe-nazca.fi

Cafetoria Roastery Oy
Runeberginkatu 31
00100 Helsinki
<https://cafetoria.fi/en/>
info@cafetoria.fi

Caffi / Bean & Burner Oy
Askonkatu 13 F
15100 Lahti
<https://caffi.fi>
info@caffi.fi

Capri Coffee Ay
Rikantilantie 280
27150 Eurajoki
<https://www.capricoffee.fi>
tiia.capri@gmail.com

Carnevale Coffee Roastery Oy
Laurinkatu 55
08100 Lohja
<https://carnevalecoffeeroastery.fi/>
info@carnevalecoffeeroastery.fi

Coffea Oy
Torikeskus 1st floor
Yliopistonkatu 36 LH 37
40100 Jyväskylä
<https://coffea.fi>
info@coffea.fi

Dash Coffee Oy
Kuikkarinne 1
00200 Helsinki
<https://dashcoffees.com/>
kevin@dashcoffees.com

Espoon Kahvipahtimo / Silcof Oy
Niittyrinne 6A
02270 Espoo
<https://espoonkahvipahtimo.fi>
kahvi@espoonkahvipahtimo.fi

Finca Las Ventanas Oy
Kanavakatu 3
00160 Helsinki
<https://www.fincalasventanas.com>
mikko.Kauppinen@fincalasventanas.com

Fiskars Coffee Roastery & Tea Company / F Roastery Oy
Fiskarsintie 362
10470 Fiskars
<http://www.froastery.fi>
info@froastery.fi

Frukt Coffee Roasters Oy
Graniittilinnankatu 2 k
20100 Turku
<https://www.frukt.coffee>
info@frukt.coffee

Good Life Coffee Roasters Oy
Sienitie 46
00760 Helsinki
<https://goodlifecoffee.fi>
info@goodlifecoffee.fi

Haimoon Kahvipahtimo / VilkenJävlaCirkus Oy
Haimoontie 248
03400 Vihti
<https://haimoonkahvipahtimo.fi>
info@haimoonkahvipahtimo.fi

Helsingin Kahvipahtimo / Olfactory Oy
Työpajankatu 2a R1g
00580 Helsinki
www.helsinginkahvipahtimo.fi
info@helsinginkahvipahtimo.fi

Inka paahtimo Tmi
Tuulilasintie 13, Halli 8
00770 Helsinki
<https://inkapahtimo.fi/>
info@inkapahtimo.fi

Johan & Nyström Oy
Kanavaranta 7 C
00160 Helsinki
info@johanochnystrom.fi
<https://johanochnystrom.fi>

Kaffa Roastery Oy
Pursimiehenkatu 29
00150 Helsinki
<https://kaffaroastery.fi>
info@kaffaroastery.fi

Kaffe Obscura / Wuori & Pipping Oy
Kiilatie 5, Tila 20
02420 Jorvas
<http://kaffeobs.fi>
paahtaja@kaffeobs.fi

Kaffiino Oy
Itäkyläntie 949
62660 Itäkylä
<https://www.kaffiino.net>
info@kaffiino.net

Kahiwa Coffee Roasters Oy
Päijänteenkatu 9
15140 Lahti
<https://www.kahiwacoffee.fi/>
joonas.markkanen@kahiwacoffee.fi

Kahvi Charlotta Roastery /
Charlotta Company Oy
Joukontie 42
01400 Vantaa
<https://www.kahvicharlotta.com>
roastery@kahvicharlotta.com

Kahwe /Red Brick Coffee Oy
Hatanpääänvaltatie 40
33900 Tampere
<https://www.kahwe.fi>
info@kahwe.fi

Kapu Roastery Oy
Kyminväylä 2
45700 Kuusankoski
<https://kapuroastery.fi>
info@kapuroastery.fi

Kirjalan Kahvipahtimo Oy
Pihlasniementie 53
52330 Heimari
<https://kirjalanpaahtimo.fi/>
hello@kirjalan.fi

Kyläpaahtimo Terho / Ravintola Terho
/ Teijon Kiinteistöhuolto Oy
Matildan Puistotie 4
25660 Mathildedal
<https://www.ravintolaterho.fi/kyla-paahtimo>
terho@ravintolaterho.fi

Lehmus Roastery Oy
Satamatie 6
53900 Lappeenranta
<https://lehmusroastery.com>
info@lehmusroastery.com

Lovisa Kafferosteri /
Kaffe och konsultering Oy Ab
Aleksanterinkatu 8
Loviisa 07900
<https://www.lovisakafferosteri.fi>
hello@lovisakafferosteri.fi

Lykke Kahvitilat /
Record Coffee Company Oy
Kiveläntie 4A
70460 Kuopio
<https://lykkekahvitilat.fi>
moi@lykkekahvitilat.fi

Maja Coffee Roastery /
Maja ja Kuu Tmi
Hakaniemenranta 17
00530 Helsinki
<https://majacoffeeroastery9.wordpress.com>
info@majacoffee.fi

Makea Coffee / Pulsan Asema Oy
Nuijamaantie 494
53300, Lappeenranta
<https://makeacoffee.fi>
visa@makeacoffee.fi

Metsäpaahtimo / SampoKone Oy
Lapinlahdenpolku 8
00180 Helsinki
<https://metsapaahtimo.fi>
yhteys@metsapaahtimo.fi

Mokkamestarit Oy
Kuukuja 8 E
33420 Tampere
<https://www.mokkamestarit.fi>
mokkamestarit@mokkamestarit.fi

Nordic Coffee Company /
Royal Roastery Oy
Pulttitie 16
00880 Helsinki
<https://www.nococo.fi>
info@nococo.fi

Paahde Roasting Oy
Teiskontie 23 C 37
33500 Tampere
<https://paahde.com>
contact@paahde.com

Paahtimo Papu Oy
Alasinkatu 1-3
40320 Jyväskylä
<https://www.paahtimopapu.fi>
ristopekka@paahtimopapu.fi

Pirkanmaan Paahtimo / Porin Paahimo / Cafe Solo Oy
Patamaenkatu 2
33900 Tampere
<https://pirkanmaanpaahtimo.fi>
info@pirkanmaanpaahtimo.fi

Porvoon Paahtimo Oy
Mannerheiminkatu 2
06100 Porvoo
<https://porvoonpaahtimo.fi>
info@porvoonpaahtimo.fi

Rogers Coffee / Fiika Ab Oy
Storgatan 13
68600 Jakobstad
<https://www.rogerscoffee.fi>
info@rogerscoffee.fi

Rost & Co. /
Oy Kaffecentralen Finland Ab
Särkinlementie 5 B, 1st floor
00210 Helsinki
<https://www.rost.fi>
antti@rost.fi

Rosteriverket Ab
40 Stornäsvägen
AX-22410 Godby, Åland
<https://rosteriverket.com>
rosteriverket@gmail.com

Samples Coffee / Baristaro Tmi
Kiilatie 5
02420 Kirkkonummi
<https://samplescoffee.com>
hello@samplescoffee.com

Siemasu Coffee Company /
EDL Group Osk
Kuntokatu 3 C 2
33520 Tampere
<https://www.siemasu.coffee/>
siemasucoffee@gmail.com

SilCof Oy
Niittyrinne 6A
02770 Espoo
<https://mail.silcofi>
info@silcofi

Tahkosalän Paahtimo Tmi
Mäntyläntie 129
41540 Ristimäki
<https://www.tahkosalanpaahtimo.fi>
markus@tahkosalanpaahtimo.fi

Tampereen Paahtimo Ky
Syylärintie 4 E
37150 Nokia
<https://tampereenpaahtimo.com>
hannamari@tam-pereenpaahtimo.com

Tinto Roastery Oy
Varastokatu 7, liiketila 1
65100 Vaasa
<https://tinto.fi>
info@tinto.fi

Turun Kahvipahtimo Oy
Voivalantie 24 B
20780 Kaarina
<https://www.turunkahvipahtimo.fi>
info@turunkahvipahtimo.fi

Unison Coffee Oy
Paukkajantie 9
80130 Joensuu
<https://unisoncoffee.fi>
miro.kamarainen@unisoncoffee.fi

Wilson Coffee Oy
Jumperinkatu 16
15320 Lahti
<https://wilsoncoffee.fi>
asiakaspalvelu@wilsoncoffee.fi

Windy Hill Coffee Roast Oy
Kirkkolehdonkatu 17
67700 Kokkola
<https://www.windyhillcoffeeroast.fi>
windyhillcoffeeroast@gmail.com

8. REFERENCES & SOURCES

Coffee Competitions Finland - CCF is a registered association and national organizer of coffee competitions and community events in Finland. Their aim is to create a strong coffee community and to develop the awareness of the specialty coffee sector, coffee competitions and small roasters in Finland.

<https://coffeecompetitionsfinland.yhdistysavain.fi>

Fairtrade Finland

<https://reilukauppa.fi/en/>

Finnish Coffee and Roastery Association

<https://www.kahvi.fi/>

Finnish Food Authority

<https://www.ruokavirasto.fi/en/foodstuffs/food-sector/>

Finnish Food and Drink Industries' Federation (ETL) acts as a unifying force and lobbyist in the food industry.

<https://www.etl.fi/en/frontpage/>

Finnish Customs customers and statistic service

<https://tulli.fi/en/frontpage>

<https://tulli.fi/en/customer-service/for-businesses>

<https://uljas.tulli.fi/>

Books

Kahvi - Suuri Suomalainen intohimo, Nieminen P & Puustinen T, Tammi, Helsinki, 2014, ISBN 9789513178659

Suomalaiset pienpaahtimot - Laatua ja paikallisuutta, Huhtonen H-M, Kirjakaari, Jyväskylä, 2015, ISBN 9789525969764

Personal interviews with roasters and coffee entrepreneurs in Finland.

Nutrition in Finland – The National FinDiet 2017 Survey, Kaartinen, Männistö, Sääksjärvi, Tapanainen, Valsta (toim.), National Institute for Health and Welfare Helsinki, 2018, ISBN 9789523432376

Pristine Market Insights, Roasted Coffee Market Research Report 2024
(<https://www.pristinemarketinsights.com/>)

Päivittäistavarakaupan myynti ja markkinaosuudet 2024,
Päivittäistavarakauppa PTY ry

ⁱ <https://www.kahvi.fi/kahvifaktat/kahvin-kulutus-tuotanto-tuonti-ja-vienti.html>

ⁱⁱ <https://www.kahvi.fi/kahvifaktat/suomalaiset-kahvinjuojina.html>

ⁱⁱⁱ <https://www.kahvi.fi/kahvi-lukuina-vanha-2020/kulutustrendit.html>

^{iv} <https://www.kahvi.fi/kahvin-historia/kahvin-historia-suomessa.html>

^v Pristine Market Insights, Roasted Coffee Market Research Report 2024

^{vi} Finnish Customs, 2025, uljas.tulli.fi

^{vii} [https://www.pty.fi/2025/03/26/paivittaistavarakaupan-myynti-ja-
markkinaosuudet-2024/](https://www.pty.fi/2025/03/26/paivittaistavarakaupan-myynti-ja-markkinaosuudet-2024/)

^{viii} Cosmicon Oy desk study

^{ix} <https://www.europarl.europa.eu/news/en/press-room/20251211IPR32168/deforestation-law-parliament-adopts-changes-to-postpone-and-simplify-measures>

^x [https://www.kahvi.fi/tiedotteet/nuoret-aikuiset-ovat-kiinnostuneita-kahvin-
vastuullisuudesta.html](https://www.kahvi.fi/tiedotteet/nuoret-aikuiset-ovat-kiinnostuneita-kahvin-vastuullisuudesta.html)