



Press release
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The popularity of oat drinks has increased in cafés – One in four Fazer Café customers opts for oat drink in their coffee

Finns are global leaders in the consumption of plant-based drinks. At Fazer Café locations, one in four customers already chooses Fazer Aito Oat Drink for their coffee. This autumn, the newly launched oat drinks – Fazer Aito Barista Dumle and Fazer Aito Professional Barista – offer coffee lovers exciting new taste experiences.

Finns are very interested in plant-based alternatives, and this can also be seen in the case of plant-based drinks: in a global comparison¹, Finns are in a clear top position as users of plant-based drinks. 23% of Finns say they consume plant-based drinks, while the global average is 13%. Finnish users of plant-based drinks are loyal to their choices, as more than half of them – 56% – use these products at least weekly.

“The most typical occasions for use are coffee and tea moments. Plant-based drinks are primarily chosen for their good taste, but environmental and ethical reasons, as well as health considerations, also rank high among the reasons for choosing them. Taste is the most important aspect to drive purchase decision for all age groups. Young adults place greater emphasis on health and brand, whereas middle-aged consumers prioritise environmental considerations. As many as a quarter of Finnish consumers who use plant-based drinks say they have increased their consumption over the past year,” says **Emma Raaschou**, Head of Consumer Insights at Fazer Group.

Oat drink has become an established part of our coffee culture

Finns consume more coffee than any other nation in the world: most people in Finland drink 3 to 5 cups a day². 83% add milk or a plant-based drink to their coffee. Coffee drinkers are open-minded and eager to explore new taste experiences, often by trying different specialty coffees. When it comes to barista drinks used in specialty coffees, the most desired qualities are a rich texture and good frothability.

In addition to pairing well with filter coffee, barista oat drinks are particularly well-suited for use in specialty coffees. They are most commonly used with coffee in households, and their consumption has also increased in cafés.

“We’ve also noticed the growing popularity of oat drinks in our Fazer Café locations, where already more than a quarter of coffee beverages are made with oat drink instead of milk. The popularity of oat drink in coffee has been steadily increasing over the past few years,” says **Miika Kostilainen**, Head of Fazer Retail.



The new Fazer Aito barista oat drinks are suitable for both home and professional use

This autumn, the selection of Fazer Aito Oat Drinks has been expanded with two new products, which are available in grocery stores across the country.

Fazer Aito Barista Dumle, with the flavour of a beloved candy, is a versatile oat drink: it can be used in both hot and cold coffee beverages or enjoyed on its own. The oat drink froths like a traditional barista product and is an excellent match for drinks like cappuccinos and cold brew coffee. The product comes in a one-litre carton with a resealable cap.

The second new product is Fazer Aito Professional Barista, which – as the name suggests – is designed to meet the needs of demanding café professionals, while also enhancing the coffee experience for home baristas. It has a rich flavour and creates perfect microfoam. The drink performs especially well when frothed for espresso-based beverages and is also suitable for use in coffee machines. The product comes in a one-litre carton with a resealable cap. This new oat drink is gluten-free and made from Finnish oats.



¹⁾ Innova Category Survey 2025, conducted in 35 countries, each with N=1500

²⁾ Coffee and Roastery Association 2025 (kahvi.fi)

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Fazer Group

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