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## Fazer is Finland's third most reputable company in 2025

**According to the Reputation & Trust survey on corporate reputation, Fazer is Finland's third most reputable company in terms of overall results in 2025. Finns have named Fazer one of Finland's most reputable companies already for thirteen years.**

Reputation & Trust surveys the general public's views on the reputation of companies operating in Finland. In the 2025 survey, Fazer improved its result and the overall score was 4.0 (2024: 3.93). The company improved its result the most in the dimensions of innovation, leadership and responsibility and received the best result for innovativeness (4.18). During the year, Fazer has launched a grain-based countline made without cocoa, introduced snack products containing Solein protein in the United States, and invested in a new bread line in Lahti, Finland. In addition, the company has actively participated in societal debate and in July, it announced the investment decision for a new chocolate factory in Lahti.

"For thirteen years, Fazer has been ranked among the ten most reputable companies in Finland. This year, one milestone was reached as Fazer's overall rating rose to 4.0. The results show the company's faith in the future and its active role in society," says **Riku Ruokolhti**, Development Director at T-Media.

"We are very proud of our 2025 placement. A good reputation should never be taken for granted – building it is a long-term process, and it requires efforts and attention every day. Especially in challenging times like these, a good reputation is supported by transparency and an active dialogue with all stakeholders. Our reputation is built on a strong brand heritage, consumer-centricity and the ability to innovate in a rapidly changing operating environment, and our strategy will continue to be based on these fundamentals going forward too." says **Joséphine Mickwitz**, EVP, Communications and Sustainability at Fazer.

Reputation & Trust 2025 surveyed the general public's views on the reputation of companies operating in Finland. A total of 10,899 Finns participated in the survey, which was conducted in June and July 2025. For each company included in the survey, a reputation rating is calculated as an average of eight critical dimensions of reputation. The dimensions are governance, financial performance, leadership, innovations, dialogue, products & services, workplace and responsibility.



**For more information, please contact**

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**Fazer Group**

Fazer, The Food Experience Company, enables people to enjoy the best moments of their day. Our mission, Food with a purpose, builds on our strong more than 130-year heritage, consumer first approach and innovations to create the sustainable food solutions of the future. With our dedicated team of approximately 5,000 professionals, we focus on fast-moving consumer goods and our direct-to-consumer business in Northern Europe, and beyond with exports to more than 40 countries. Fazer's operations comply with its Code of Conduct that is based on the Group's values and the UN Global Compact. In 2024, Fazer Group had net sales of 1,200 million euros.

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