

# Ice Cream in Finland to 2013

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## Abstracts

### Introduction

This databook provides key data and information on the ice cream market in Finland. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

### Scope

\*Contains information on four categories; impulse ice cream, take-home ice cream, artisanal ice cream and frozen yogurt.

\*Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2003-2008) and forecast (2009-2013) data

\*Category level company and brand share as well as distribution share information for 2007 and 2008

\*Review of the top two companies within the ice cream market, including company overview, key facts and business description

### Highlights

The market for ice cream in Finland increased at a compound annual growth rate of 0.03% between 2003 and 2008.

The Artisanal ice cream category led the ice cream market in Finland, accounting for a share of 43%.

Leading players in Finnish ice cream market include Ingman Group, Nestle S.A. and Unilever.

### **Reasons to Purchase**

\*Develop business strategies by understanding the quantitative trends within the ice cream market in Finland

\*Design effective marketing and sales strategies by identifying key market categories and segments

\*Identify key players within the market to plan lucrative M&A, partnerships and agreements

## Contents

### **CHAPTER 1 EXECUTIVE SUMMARY**

Summary market level: ice cream  
Summary category level: impulse ice cream  
Summary category level: artisanal ice cream  
Summary category level: frozen yogurt  
Summary category level: take-home ice cream

### **CHAPTER 2 INTRODUCTION**

What is this report about?  
How to use this report  
Market definition

### **CHAPTER 3 MARKET OVERVIEW**

Value analysis (Euro), 2003-08  
Value analysis (Euro), 2008-13  
Value analysis (US dollars), 2003-08  
Value analysis (US dollars), 2008-13  
Volume analysis, 2003-08  
Volume analysis, 2008-13  
Company and brand share analysis  
Distribution analysis  
Expenditure and consumption per capita

### **CHAPTER 4 LEADING COMPANY PROFILES**

Nestlé SA  
Unilever

### **CHAPTER 5 CATEGORY ANALYSIS: IMPULSE ICE CREAM**

Value analysis (Euro), 2003-08  
Value analysis (Euro), 2008-13  
Value analysis (US dollars), 2003-08  
Value analysis (US dollars), 2008-13

Volume analysis, 2003-08  
Volume analysis, 2008-13  
Company and brand share analysis  
Distribution analysis  
Expenditure and consumption per capita

## **CHAPTER 6 CATEGORY ANALYSIS: ARTISANAL ICE CREAM**

Value analysis (Euro), 2003-08  
Value analysis (Euro), 2008-13  
Value analysis (US dollars), 2003-08  
Value analysis (US dollars), 2008-13  
Volume analysis, 2003-08  
Volume analysis, 2008-13  
Company and brand share analysis  
Distribution analysis  
Expenditure and consumption per capita

## **CHAPTER 7 CATEGORY ANALYSIS: FROZEN YOGURT**

Value analysis (Euro), 2003-08  
Value analysis (Euro), 2008-13  
Value analysis (US dollars), 2003-08  
Value analysis (US dollars), 2008-13  
Volume analysis, 2003-08  
Volume analysis, 2008-13  
Company and brand share analysis  
Distribution analysis  
Expenditure and consumption per capita

## **CHAPTER 8 CATEGORY ANALYSIS: TAKE-HOME ICE CREAM**

Value analysis (Euro), 2003-08  
Value analysis (Euro), 2008-13  
Value analysis (US dollars), 2003-08  
Value analysis (US dollars), 2008-13  
Volume analysis, 2003-08  
Volume analysis, 2008-13  
Company and brand share analysis

Distribution analysis  
Expenditure and consumption per capita

## **CHAPTER 9 COUNTRY COMPARISON**

Value  
Volume  
Market share

## **CHAPTER 10 PESTLE ANALYSIS**

Summary  
Political analysis  
Economic analysis  
Social analysis  
Technological analysis  
Legal analysis  
Environmental analysis

## **CHAPTER 11 NEW PRODUCT DEVELOPMENT**

Product launches over time  
Recent product launches

## **CHAPTER 12 MACROECONOMIC PROFILE**

Macroeconomic indicators

## **CHAPTER 13 RESEARCH METHODOLOGY**

Methodology overview  
Secondary research  
Market modeling  
Creating an initial data model  
Revising the initial data model  
Creating a final estimate  
Creating demographic value splits  
Primary research  
Data finalization

Ongoing research

## **CHAPTER 14 APPENDIX**

Future readings

How to contact experts in your industry

Disclaimer

## List Of Figures

### LIST OF FIGURES

- Figure 1: Ice cream, Finland, value by category (€m), 2003-13
- Figure 2: Ice cream, Finland, category growth comparison, by value, 2003-13
- Figure 3: Ice cream, Finland, volume by category (liters, million), 2003-13
- Figure 4: Ice cream, Finland, category growth comparison, by volume, 2003-13
- Figure 5: Ice cream, Finland, company share by value (%), 2007-08
- Figure 6: Ice cream, Finland, distribution channels by value (%), 2007-08
- Figure 7: Impulse ice cream, Finland, value by segment (€m), 2003-13
- Figure 8: Impulse ice cream, Finland, category growth comparison, by value, 2003-13
- Figure 9: Impulse ice cream, Finland, volume by segment (liters, million), 2003-13
- Figure 10: Impulse ice cream, Finland, category growth comparison, by volume, 2003-13
- Figure 11: Impulse ice cream, Finland, company share by value (%), 2007-08
- Figure 12: Impulse ice cream, Finland, distribution channels by value (%), 2007-08
- Figure 13: Artisanal ice cream, Finland, value (€m), 2003-13
- Figure 14: Artisanal ice cream, Finland, volume (liters, million), 2003-13
- Figure 15: Frozen yogurt, Finland, value (€m), 2003-13
- Figure 16: Frozen yogurt, Finland, volume (liters, million), 2003-13
- Figure 17: Frozen yogurt, Finland, company share by value (%), 2007-08
- Figure 18: Frozen yogurt, Finland, distribution channels by value (%), 2007-08
- Figure 19: Take-home ice cream, Finland, value by segment (€m), 2003-13
- Figure 20: Take-home ice cream, Finland, category growth comparison, by value, 2003-13
- Figure 21: Take-home ice cream, Finland, volume by segment (liters, million), 2003-13
- Figure 22: Take-home ice cream, Finland, category growth comparison, by volume, 2003-13
- Figure 23: Take-home ice cream, Finland, company share by value (%), 2007-08
- Figure 24: Take-home ice cream, Finland, distribution channels by value (%), 2007-08
- Figure 25: Global ice cream market split (value terms, 2008), top five countries
- Figure 26: Global ice cream market value, 2003–08, top five countries
- Figure 27: Global ice cream market split (volume terms, 2008), top five countries
- Figure 28: Global ice cream market volume, 2003–08, top five countries
- Figure 29: Annual data review process

## List Of Tables

### LIST OF TABLES

- Table 1: Ice cream category definitions
- Table 2: Ice cream distribution channels
- Table 3: Ice cream, Finland, value by category (€m), 2003-08
- Table 4: Ice cream, Finland, value forecast by category (€m), 2008-13
- Table 5: Ice cream, Finland, value by category (\$m), 2003-08
- Table 6: Ice cream, Finland, value forecast by category (\$m), 2008-13
- Table 7: Ice cream, Finland, volume by category (liters, million), 2003-08
- Table 8: Ice cream, Finland, volume forecast by category (liters, million), 2008-13
- Table 9: Ice cream, Finland, brand share by value (%), 2007-08
- Table 10: Ice cream, Finland, value by brand (€m), 2007-08
- Table 11: Ice cream, Finland, company share by value (%), 2007-08
- Table 12: Ice cream, Finland, value by company (€m), 2007-08
- Table 13: Ice cream, Finland, distribution channels by value (%), 2007-08
- Table 14: Ice cream, Finland, value by distribution channel (€m), 2007-08
- Table 15: Ice cream, Finland, expenditure per capita (€), 2003-08
- Table 16: Ice cream, Finland, forecast expenditure per capita (€), 2008-13
- Table 17: Ice cream, Finland, expenditure per capita (\$), 2003-08
- Table 18: Ice cream, Finland, forecast expenditure per capita (\$), 2008-13
- Table 19: Ice cream, Finland, consumption per capita (liters), 2003-08
- Table 20: Ice cream, Finland, forecast consumption per capita (liters), 2008-13
- Table 21: Nestl? SA key facts
- Table 22: Unilever key facts
- Table 23: Impulse ice cream, Finland, value by segment (€m), 2003-08
- Table 24: Impulse ice cream, Finland, value forecast by segment (€m), 2008-13
- Table 25: Impulse ice cream, Finland, value by segment (\$m), 2003-08
- Table 26: Impulse ice cream, Finland, value forecast by segment (\$m), 2008-13
- Table 27: Impulse ice cream, Finland, volume by segment (liters, million), 2003-08
- Table 28: Impulse ice cream, Finland, volume forecast by segment (liters, million), 2008-13
- Table 29: Impulse ice cream, Finland, brand share by value (%), 2007-08
- Table 30: Impulse ice cream, Finland, value by brand (€m), 2007-08
- Table 31: Impulse ice cream, Finland, company share by value (%), 2007-08
- Table 32: Impulse ice cream, Finland, value by company (€m), 2007-08
- Table 33: Impulse ice cream, Finland, distribution channels by value (%), 2007-08
- Table 34: Impulse ice cream, Finland, value by distribution channel (€m), 2007-08



- Table 35: Impulse ice cream, Finland, expenditure per capita (€), 2003-08
- Table 36: Impulse ice cream, Finland, forecast expenditure per capita (€), 2008-13
- Table 37: Impulse ice cream, Finland, expenditure per capita (\$), 2003-08
- Table 38: Impulse ice cream, Finland, forecast expenditure per capita (\$), 2008-13
- Table 39: Impulse ice cream, Finland, consumption per capita (liters), 2003-08
- Table 40: Impulse ice cream, Finland, forecast consumption per capita (liters), 2008-13
- Table 41: Artisanal ice cream, Finland, value (€m), 2003-08
- Table 42: Artisanal ice cream, Finland, value forecast (€m), 2008-13
- Table 43: Artisanal ice cream, Finland, value (\$m), 2003-08
- Table 44: Artisanal ice cream, Finland, value forecast (\$m), 2008-13
- Table 45: Artisanal ice cream, Finland, volume (liters, million), 2003-08
- Table 46: Artisanal ice cream, Finland, volume forecast (liters, million), 2008-13
- Table 47: Artisanal ice cream, Finland, brand share by value (%), 2007-08
- Table 48: Artisanal ice cream, Finland, value by brand (€m), 2007-08
- Table 49: Artisanal ice cream, Finland, company share by value (%), 2007-08
- Table 50: Artisanal ice cream, Finland, value by company (€m), 2007-08
- Table 51: Artisanal ice cream, Finland, distribution channels by value (%), 2007-08
- Table 52: Artisanal ice cream, Finland, value by distribution channel (€m), 2007-08
- Table 53: Artisanal ice cream, Finland, expenditure per capita (€), 2003-08
- Table 54: Artisanal ice cream, Finland, forecast expenditure per capita (€), 2008-13
- Table 55: Artisanal ice cream, Finland, expenditure per capita (\$), 2003-08
- Table 56: Artisanal ice cream, Finland, forecast expenditure per capita (\$), 2008-13
- Table 57: Artisanal ice cream, Finland, consumption per capita (liters), 2003-08
- Table 58: Artisanal ice cream, Finland, forecast consumption per capita (liters), 2008-13
- Table 59: Frozen yogurt, Finland, value (€m), 2003-08
- Table 60: Frozen yogurt, Finland, value forecast (€m), 2008-13
- Table 61: Frozen yogurt, Finland, value (\$m), 2003-08
- Table 62: Frozen yogurt, Finland, value forecast (\$m), 2008-13
- Table 63: Frozen yogurt, Finland, volume (liters, million), 2003-08
- Table 64: Frozen yogurt, Finland, volume forecast (liters, million), 2008-13
- Table 65: Frozen yogurt, Finland, brand share by value (%), 2007-08
- Table 66: Frozen yogurt, Finland, value by brand (€m), 2007-08
- Table 67: Frozen yogurt, Finland, company share by value (%), 2007-08
- Table 68: Frozen yogurt, Finland, value by company (€m), 2007-08
- Table 69: Frozen yogurt, Finland, distribution channels by value (%), 2007-08
- Table 70: Frozen yogurt, Finland, value by distribution channel (€m), 2007-08
- Table 71: Frozen yogurt, Finland, expenditure per capita (€), 2003-08
- Table 72: Frozen yogurt, Finland, forecast expenditure per capita (€), 2008-13
- Table 73: Frozen yogurt, Finland, expenditure per capita (\$), 2003-08

- Table 74: Frozen yogurt, Finland, forecast expenditure per capita (\$), 2008-13
- Table 75: Frozen yogurt, Finland, consumption per capita (liters), 2003-08
- Table 76: Frozen yogurt, Finland, forecast consumption per capita (liters), 2008-13
- Table 77: Take-home ice cream, Finland, value by segment (€m), 2003-08
- Table 78: Take-home ice cream, Finland, value forecast by segment (€m), 2008-13
- Table 79: Take-home ice cream, Finland, value by segment (\$m), 2003-08
- Table 80: Take-home ice cream, Finland, value forecast by segment (\$m), 2008-13
- Table 81: Take-home ice cream, Finland, volume by segment (liters, million), 2003-08
- Table 82: Take-home ice cream, Finland, volume forecast by segment (liters, million), 2008-13
- Table 83: Take-home ice cream, Finland, brand share by value (%), 2007-08
- Table 84: Take-home ice cream, Finland, value by brand (€m), 2007-08
- Table 85: Take-home ice cream, Finland, company share by value (%), 2007-08
- Table 86: Take-home ice cream, Finland, value by company (€m), 2007-08
- Table 87: Take-home ice cream, Finland, distribution channels by value (%), 2007-08
- Table 88: Take-home ice cream, Finland, value by distribution channel (€m), 2007-08
- Table 89: Take-home ice cream, Finland, expenditure per capita (€), 2003-08
- Table 90: Take-home ice cream, Finland, forecast expenditure per capita (€), 2008-13
- Table 91: Take-home ice cream, Finland, expenditure per capita (\$), 2003-08
- Table 92: Take-home ice cream, Finland, forecast expenditure per capita (\$), 2008-13
- Table 93: Take-home ice cream, Finland, consumption per capita (liters), 2003-08
- Table 94: Take-home ice cream, Finland, forecast consumption per capita (liters), 2008-13
- Table 95: Global ice cream market value, 2008
- Table 96: Global ice cream market split (value terms (\$m), 2008), top five countries
- Table 97: Global ice cream market volume, 2008
- Table 98: Global ice cream market split (volume terms, 2008), top five countries
- Table 99: Leading players, top five countries
- Table 100: Analysis of Finland's political landscape
- Table 101: Analysis of Finland's economy
- Table 102: Analysis of Finland's social system
- Table 103: Analysis of Finland's technology landscape
- Table 104: Hourly labor cost in EU countries
- Table 105: Patents received from USPTO
- Table 106: Analysis of Finland's legal landscape
- Table 107: Analysis of Finland's environmental landscape
- Table 108: Finland ice cream new product launches reports, by company (top five companies), 2009
- Table 109: Finland ice cream new product launches SKUs, by company (top five

companies), 2009

Table 110: Finland ice cream new product launches (reports), by flavor and fragrances (top 10 flavors), 2009

Table 111: Finland ice cream new product launches (reports), by ingredients (top 10 ingredients), 2009

Table 112: Finland ice cream new product launches (reports), by package tags or claims (top 10 claims), 2009

Table 113: Finland ice cream new product launches - recent five launches 2009

Table 114: Finland population, by age group, 2003-08 (millions)

Table 115: Finland population forecast, by age group, 2008-13 (millions)

Table 116: Finland population, by gender, 2003-08 (millions)

Table 117: Finland population forecast, by gender, 2008-13 (millions)

Table 118: Finland nominal GDP, 2003-08 (€bn, nominal prices)

Table 119: Finland nominal GDP forecast, 2008-13 (€bn, nominal prices)

Table 120: Finland real GDP, 2003-08 (€bn, 2000 prices)

Table 121: Finland real GDP forecast, 2008-13 (€bn, 2000 prices)

Table 122: Finland real GDP, 2003-08 (\$bn, 2000 prices)

Table 123: Finland real GDP forecast, 2008-13 (\$bn, 2000 prices)

Table 124: Finland consumer price index, 2003-08 (2000=100)

Table 125: Finland consumer price index, 2008-13 (2000=100)

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