

## Coffee in Finland

URL:	<a href="https://marketpublishers.com/r/CF299F8BF58EN.html">https://marketpublishers.com/r/CF299F8BF58EN.html</a>
Date:	February 3, 2017
Pages:	23
Price:	US\$ 990.00
ID:	CF299F8BF58EN

The mature Finnish coffee category witnessed no dramatic changes in 2016 in terms of retail volume or value growth. Both the off-trade and on-trade channels recorded weak volume growth of zero or close to zero. Even so, the most important trend was the development of speciality coffees in both retail and horeca. It is worth mentioning that speciality coffees here do not mean Italian coffee drink varieties such as cappuccino or latte, but more the origin of the beans or the certificate of the bra...

Euromonitor International's Coffee in Finland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2021 illustrate how the market is set to change.

**Product coverage:** Fresh Coffee, Instant Coffee.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

- Get a detailed picture of the Coffee market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

### Table of Content

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Retail Sales of Coffee by Category: Volume 2011-2016

Table 2 Retail Sales of Coffee by Category: Value 2011-2016

Table 3 Retail Sales of Coffee by Category: % Volume Growth 2011-2016

Table 4 Retail Sales of Coffee by Category: % Value Growth 2011-2016

Table 5 Retail Sales of Fresh Coffee by Regular vs Decaffeinated: % Volume 2011-2016  
Table 6 Retail Sales of Fresh Ground Coffee by Standard vs Pods: % Volume 2011-2016  
Table 7 Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2011-2016  
Table 8 Retail Sales of Instant Coffee by Standard vs Pods: % Volume 2011-2016  
Table 9 Retail Sales of Instant Coffee Mixes by Type: % Volume 2011-2016  
Table 10 NBO Company Shares of Coffee: % Retail Value 2012-2016  
Table 11 LBN Brand Shares of Coffee: % Retail Value 2013-2016  
Table 12 Forecast Retail Sales of Coffee by Category: Volume 2016-2021  
Table 13 Forecast Retail Sales of Coffee by Category: Value 2016-2021  
Table 14 Forecast Retail Sales of Coffee by Category: % Volume Growth 2016-2021  
Table 15 Forecast Retail Sales of Coffee by Category: % Value Growth 2016-2021  
Table 16 Forecast Retail Sales of Fresh Coffee by Regular vs Decaffeinated: % Volume 2016-2021  
Table 17 Forecast Retail Sales of Fresh Ground Coffee by Standard vs Pods: % Volume 2016-2021  
Table 18 Forecast Retail Sales of Instant Coffee by Standard vs Pods: % Volume 2016-2021

#### Executive Summary

Finnish Hot Drinks Sees Another Year of Sluggish Retail Volume Growth  
Growth in the On-trade Is Hindered by Economic Uncertainty  
Gustav Paulig Continues To Lead Hot Drinks in Finland  
Large Coffee Players Renew Their Classic Products in Order To Stand Out  
No Great Changes in Volume Sales in Sight  
Key Trends and Developments  
Finland's Sluggish Economy Negatively Affects the Hot Drinks Market  
Interest in Speciality Coffees Continues To Grow  
Tea Consumption Registers A Slight Increase in A Coffee-loving Nation

#### Market Data

Table 19 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2011-2016  
Table 20 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2011-2016  
Table 21 Retail Sales of Hot Drinks by Category: Volume 2011-2016  
Table 22 Retail Sales of Hot Drinks by Category: Value 2011-2016  
Table 23 Retail Sales of Hot Drinks by Category: % Volume Growth 2011-2016  
Table 24 Retail Sales of Hot Drinks by Category: % Value Growth 2011-2016  
Table 25 Foodservice Sales of Hot Drinks by Category: Volume 2011-2016  
Table 26 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2011-2016  
Table 27 Total Sales of Hot Drinks by Category: Total Volume 2011-2016  
Table 28 Total Sales of Hot Drinks by Category: % Total Volume Growth 2011-2016  
Table 29 NBO Company Shares of Hot Drinks: % Retail Value 2012-2016  
Table 30 LBN Brand Shares of Hot Drinks: % Retail Value 2013-2016  
Table 31 Penetration of Private Label in Hot Drinks by Category: % Retail Value 2011-2016  
Table 32 Retail Distribution of Hot Drinks by Format: % Volume 2011-2016  
Table 33 Retail Distribution of Hot Drinks by Format and Category: % Volume 2016  
Table 34 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2016-2021  
Table 35 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2016-2021  
Table 36 Forecast Retail Sales of Hot Drinks by Category: Volume 2016-2021  
Table 37 Forecast Retail Sales of Hot Drinks by Category: Value 2016-2021  
Table 38 Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2016-2021  
Table 39 Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2016-2021  
Table 40 Forecast Foodservice Sales of Hot Drinks by Category: Volume 2016-2021  
Table 41 Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2016-2021  
Table 42 Forecast Total Sales of Hot Drinks by Category: Total Volume 2016-2021  
Table 43 Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2016-2021

#### Definitions

#### Sources

Summary 1 Research Sources



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