

Coffee in Finland

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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.

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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

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