

Concentrates - Finland

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Abstracts

Compared to growth in early review period years, concentrates took a notable upward turn in 2009, increasing by 7% in total volume terms. As a result of the economic recession, many consumers opted for concentrates as an economical soft drink instead of, for example, more expensive fruit/vegetable juice. This trend began in 2008, after five years of consecutive declining volume consumption. Volume growths in 2009 and 2008 were stronger than the review period average. In many respects, the...

Euromonitor International's Concentrates 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 (2005-2009), 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, packaging or pricing issues. Forecasts to 2014 illustrate how the market is set to change.

Product coverage: Liquid Concentrates, Powder Concentrates

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

Why buy this report?

- * Get a detailed picture of the Soft Drinks industry;
- * 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 30 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 and Santiago and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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