

Health and Wellness Tourism in Finland

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Abstracts

Health and wellness tourism recorded current value growth of 1% in 2013, and value sales reached 54.7 million. This category, which grew healthily during 2011 and 2012, saw growth almost stagnate as both domestic and international visitors cut back on their spending on health and wellness services and products in Finland. Trips by Russian tourists to health and wellness establishments, a key source of value sales for health and wellness tourism, were moderately positive, but notably less so...

Euromonitor International's Health and Wellness Tourism in Finland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2009-2013, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2018 illustrate how the market is set to change.

Product coverage: Medical Tourism, Spas.

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

Why buy this report?

Get a detailed picture of the Health and Wellness Tourism 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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Economic Downturn Impacts Most Travel and Tourism Categories

Online Sales Established Whilst Mobile Sales Present Opportunities

Competitive Situation Intensifies, and Low Sales Result in Price-based Promotions

Inbound Russian Tourists Make Up for Sluggish Domestic Tourism Demand

Growth in the First Few Years of the Forecast Period Will Be Sluggish, But Better

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