

## Health and Wellness in Finland

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Regardless of Finland's weak economic growth, health and wellness beverages saw stable, positive growth in the country throughout the review period. This development points out the strong nature of the health and wellness trend in Finland. Whilst the highest sales areas such as BFY carbonates and FF energy drinks experienced moderately positive rates (as sales were already high), others such as organic beverages saw double-digit growth year-on-year. Lower sugar, salt and fat content appease well...

Euromonitor International's Health and Wellness in Finland report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2013-2017, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2022 illustrate how the market is set to change.

**Product coverage:** Focus Categories by Key Functional Ingredients, Health and Wellness by Category, Health and Wellness by Type, Health Wellness by Prime Positioning.

**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 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

#### Executive Summary

Health and Wellness Experiences Stable Growth in the Review Period

Organic Beverages Sales Peak Thanks To Better Distribution

Private Label Has A Stronger Position Than Any Individual Company

Health and Wellness Selection Is Expanding - More Sales Via Grocery Retailing

Growth Expected, Although Mature Categories Drag Down Rates

Market Data

Table 1 Sales of Health and Wellness by Type: Value 2012-2017  
Table 2 Sales of Health and Wellness by Type: % Value Growth 2012-2017  
Table 3 Sales of Health and Wellness by Category: Value 2012-2017  
Table 4 Sales of Health and Wellness by Category: % Value Growth 2012-2017  
Table 5 Sales of Health and Wellness by Prime Positioning: Value 2012-2017  
Table 6 Sales of Health and Wellness by Prime Positioning: % Value Growth 2012-2017  
Table 7 NBO Company Shares of Health and Wellness: % Value 2013-2017  
Table 8 LBN Brand Shares of Health and Wellness: % Value 2014-2017  
Table 9 Distribution of Health and Wellness by Format: % Value 2012-2017  
Table 10 Distribution of Health and Wellness by Format and Category: % Value 2017  
Table 11 Forecast Sales of Health and Wellness by Type: Value 2017-2022  
Table 12 Forecast Sales of Health and Wellness by Type: % Value Growth 2017-2022  
Table 13 Forecast Sales of Health and Wellness by Category: Value 2017-2022  
Table 14 Forecast Sales of Health and Wellness by Category: % Value Growth 2017-2022  
Table 15 Forecast Sales of Health and Wellness by Prime Positioning: Value 2017-2022  
Table 16 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth 2017-2022

#### Sources

Summary 1 Research Sources

#### Headlines

#### Prospects

Bfy Carbonates' Maturity Will Restrict Growth in the Forecast Period

Opportunities Exist in Bfy Coffee

Health and Wellness Trend Will Support Sales of Carbonated Rtd Tea

#### Competitive Landscape

Carbonate Manufacturers Lead Bfy Beverage Value Sales

Private Label Share Sees Strong Growth Thanks To Increased Selection

Home Soda Products Gain Share As Consumer Base Grows Strongly

#### Category Data

Table 17 Sales of BFY Beverages by Category: Value 2012-2017

Table 18 Sales of BFY Beverages by Category: % Value Growth 2012-2017

Table 19 NBO Company Shares of BFY Beverages: % Value 2013-2017

Table 20 LBN Brand Shares of BFY Beverages: % Value 2014-2017

Table 21 Distribution of BFY Beverages by Format: % Value 2012-2017

Table 22 Forecast Sales of BFY Beverages by Category: Value 2017-2022

Table 23 Forecast Sales of BFY Beverages by Category: % Value Growth 2017-2022

#### Headlines

#### Prospects

Rising Demand for Lower Sugar, Salt and Fat Content Products

Rising Health Awareness Among Overweight Population

Natural Ingredients and Innovation Winning Over Consumers

#### Competitive Landscape

Leaders Continue To Innovate

New Innovative Launches Fuel Demand

Players Pointing Out Bfy Benefits

#### Category Data

Table 24 Sales of BFY Packaged Food by Category: Value 2012-2017

Table 25 Sales of BFY Packaged Food by Category: % Value Growth 2012-2017

Table 26 NBO Company Shares of BFY Packaged Food: % Value 2013-2017

Table 27 LBN Brand Shares of BFY Packaged Food: % Value 2014-2017

Table 28 Distribution of BFY Packaged Food by Format: % Value 2012-2017

Table 29 Forecast Sales of BFY Packaged Food by Category: Value 2017-2022

Table 30 Forecast Sales of BFY Packaged Food by Category: % Value Growth 2017-2022

#### Headlines

#### Prospects

Functional Bottled Water Will See the Best Growth in the Forecast Period

Ff Fruit/vegetable Juice Sales Will Continue To Decline

Ff Non-cola Carbonate Launches Have A Positive Impact, But It Is Unclear If Growth Can Be Maintained in the Future

Competitive Landscape

Local Sinebrychoff Leads, Largely Thanks To Its Battery Energy Drink Brand

Hartwall Share Boosted As It Launches A Functional Version of the Best-selling Jaffa Carbonate

Private Label Share Strengthens With Innovative Launches

Category Data

Table 31 Sales of Fortified/Functional Beverages by Category: Value 2012-2017

Table 32 Sales of Fortified/Functional Beverages by Category: % Value Growth 2012-2017

Table 33 Key Functional Ingredients in Fortified/Functional Bottled Water: % Value 2012-2017

Table 34 Key Functional Ingredients in Fortified/Functional Non-Cola Carbonates: % Value 2012-2017

Table 35 Key Functional Ingredients in Fortified/Functional 100% Juice: % Value 2012-2017

Table 36 Key Functional Ingredients in Fortified/Functional Juice Drinks (up to 24% juice): % Value 2012-2017

Table 37 Key Functional Ingredients in Fortified/Functional Nectars (25-99% juice): % Value 2012-2017

Table 38 NBO Company Shares of Fortified/Functional Beverages: % Value 2013-2017

Table 39 LBN Brand Shares of Fortified/Functional Beverages: % Value 2014-2017

Table 40 Distribution of Fortified/Functional Beverages by Format: % Value 2012-2017

Table 41 Forecast Sales of Fortified/Functional Beverages by Category: Value 2017-2022

Table 42 Forecast Sales of Fortified/Functional Beverages by Category: % Value Growth 2017-2022

Headlines

Prospects

Producers Facing Battle With Growing Maturity

Helping Hand From Innovation and Enhanced Functionality

Categories With Potential

Competitive Landscape

Valio Continues To Dominate Sales

New Innovative Products To Fuel Demand

Authorised Health Claims Help Gain Consumer Trust

Category Data

Table 43 Sales of Fortified/Functional Packaged Food by Category: Value 2012-2017

Table 44 Sales of Fortified/Functional Packaged Food by Category: % Value Growth 2012-2017

Table 45 Key Functional Ingredients in Fortified/Functional Breakfast Cereals: % Value 2012-2017

Table 46 Key Functional Ingredients in Fortified/Functional Bread: % Value 2012-2017

Table 47 Key Functional Ingredients in Fortified/Functional Sugar Confectionery: % Value 2012-2017

Table 48 Key Functional Ingredients in Fortified/Functional Milk: % Value 2012-2017

Table 49 Sales of Fortified/Functional Dairy-based Yoghurt by Standard Fat vs Reduced Fat: % Value 2012-2017

Table 50 NBO Company Shares of Fortified/Functional Packaged Food: % Value 2013-2017

Table 51 LBN Brand Shares of Fortified/Functional Packaged Food: % Value 2014-2017

Table 52 LBN Brand Shares of Fortified/Functional Bread: % Value 2014-2017

Table 53 Distribution of Fortified/Functional Packaged Food by Format: % Value 2012-2017

Table 54 Forecast Sales of Fortified/Functional Packaged Food by Category: Value 2017-2022

Table 55 Forecast Sales of Fortified/Functional Packaged Food by Category: % Value Growth 2017-2022

Headlines

Prospects

Vegan, Free From Gluten and Lactose Diet Trends Driving Sales

Wide Offer Boosts Sales

From Niche Demand To Broader Audiences

Competitive Landscape

Valio Continues To Dominate

Innovation Leading To Instant Success

Company Strategies Leading To Tightening Competition

Category Data

- Table 56 Sales of Free From by Category: Value 2012-2017
- Table 57 Sales of Free From by Category: % Value Growth 2012-2017
- Table 58 NBO Company Shares of Free From: % Value 2013-2017
- Table 59 LBN Brand Shares of Free From: % Value 2014-2017
- Table 60 Distribution of Free From by Format: % Value 2012-2017
- Table 61 Forecast Sales of Free From by Category: Value 2017-2022
- Table 62 Forecast Sales of Free From by Category: % Value Growth 2017-2022

#### Headlines

#### Prospects

- Naturally Healthy Hot Drinks Will Outperform the Category Growth
- Naturally Healthy Juice's Growth Divided Between Categories
- Naturally Healthy Bottled Water Has Potential To Grow in the Forecast Period

#### Competitive Landscape

- Eckes-granini Finland's Share Almost Doubles in the Review Period Thanks To Acquisitions
- Local Valio Brand Loses Share As Naturally Healthy Beverages Is Not Its Focus Area
- Private Label Sales Peak During the Economic Downturn and Premium Private Label Has Good Prospects Over the Forecast Period

#### Category Data

- Table 63 Sales of NH Beverages by Category: Value 2012-2017
- Table 64 Sales of NH Beverages by Category: % Value Growth 2012-2017
- Table 65 NBO Company Shares of NH Beverages: % Value 2013-2017
- Table 66 LBN Brand Shares of NH Beverages: % Value 2014-2017
- Table 67 Distribution of NH Beverages by Format: % Value 2012-2017
- Table 68 Forecast Sales of NH Beverages by Category: Value 2017-2022
- Table 69 Forecast Sales of NH Beverages by Category: % Value Growth 2017-2022

#### Headlines

#### Prospects

- Nh Trends Deriving From Old Wisdom
- Domestic Origin Products Resonate With Consumers
- Healthy Snacking Trend To Fuel Demand

#### Competitive Landscape

- Strategies To Stay Ahead of Competition
- Highly Competitive New Nh Launches
- Promoting Healthy Eating

#### Category Data

- Table 70 Sales of NH Packaged Food by Category: Value 2012-2017
- Table 71 Sales of NH Packaged Food by Category: % Value Growth 2012-2017
- Table 72 NBO Company Shares of NH Packaged Food: % Value 2013-2017
- Table 73 LBN Brand Shares of NH Packaged Food: % Value 2014-2017
- Table 74 Distribution of NH Packaged Food by Format: % Value 2012-2017
- Table 75 Forecast Sales of NH Packaged Food by Category: Value 2017-2022
- Table 76 Forecast Sales of NH Packaged Food by Category: % Value Growth 2017-2022

#### Headlines

#### Prospects

- Organic Coffee Will Maintain Good Growth Rates in the Forecast Period
- Organic Tea Benefits From Wider Distribution
- Organic Soft Drinks An Immature Area With Strong Growth Prospects

#### Competitive Landscape

- Coffee Brands Lead Organic Beverages
- Valio's and Eckes-granini Finland's Juice Brands Have Stable Shares
- Private Label Sales Peak During the Economic Downturn and Are Expected To Recover in the Forecast Period

#### Category Data

- Table 77 Sales of Organic Beverages by Category: Value 2012-2017
- Table 78 Sales of Organic Beverages by Category: % Value Growth 2012-2017

Table 79 NBO Company Shares of Organic Beverages: % Value 2013-2017

Table 80 LBN Brand Shares of Organic Beverages: % Value 2014-2017

Table 81 Distribution of Organic Beverages by Format: % Value 2012-2017

Table 82 Forecast Sales of Organic Beverages by Category: Value 2017-2022

Table 83 Forecast Sales of Organic Beverages by Category: % Value Growth 2017-2022

#### Headlines

#### Prospects

Consumers Returning To Organic

Finnish Consumers Looking for Wholesomeness and Wellbeing

Offering Lags Behind Demand

Competitive Landscape

Leading Player Valio Faces Strong Competition

New Organic Launches Drive Sales

Players Encouraging Organic Consumption

#### Category Data

Table 84 Sales of Organic Packaged Food by Category: Value 2012-2017

Table 85 Sales of Organic Packaged Food by Category: % Value Growth 2012-2017

Table 86 NBO Company Shares of Organic Packaged Food: % Value 2013-2017

Table 87 LBN Brand Shares of Organic Packaged Food: % Value 2014-2017

Table 88 Distribution of Organic Packaged Food by Format: % Value 2012-2017

Table 89 Forecast Sales of Organic Packaged Food by Category: Value 2017-2022

Table 90 Forecast Sales of Organic Packaged Food by Category: % Value Growth 2017-2022

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