

Intermediaries in Finland

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Abstracts

Intermediaries current value sales grew by 2% in 2017. While modest, this growth rate was nonetheless a marked improvement on the current value sales declines recorded by the category in 2015 and 2016. Unsurprisingly, the category's improved performance in this regard in 2017 was fuelled by digitalisation, with internet transactions increasing by 5% in current value terms as both offline intermediaries sales and the number of brick-and-mortar outlets run by tour operators and travel agencies con...

Euromonitor International's Intermediaries 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 2012-2016, 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 2021 illustrate how the market is set to change.

Product coverage: Intermediaries Air Sales Only, Intermediaries Car Rental Sales Only, Intermediaries Corporate Business Sales, Intermediaries Cruise Sales, Intermediaries Leisure Sales, Intermediaries Lodging Sales Only, Intermediaries Offline Sales, Intermediaries Online Sales, Intermediaries Other Sales, Intermediaries Other Transport Sales Only, Intermediaries Package Holidays Sales, Intermediaries Travel Insurance Sales Only.

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

Why buy this report?

Get a detailed picture of the Intermediaries 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 Travel Market Develops Positively in Most Respects in 2017

Digital Bookings Increasingly the Norm in Many Travel Categories

Price Competition Among Domestic Travel Operators Intensifies

Services Combining Different Modes of Land Transport Are Launched

Outlook for Travel in Finland Remains Broadly Favourable

SWOT

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