

Kitchen Towels - Finland

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Abstracts

Retail volume sales decreased by over 1% in 2009 as a result of the economic recession. This represents a poorer performance compared to 2008 and the review period CAGR. The category is mature and kitchen towels face competition from other product types such as napkins and wipes, which makes volume growth difficult to attain.

Euromonitor International's Kitchen Towels 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 new product developments, distribution or pricing issues. Forecasts to 2014 illustrate how the market is set to change.

Product coverage: Boxed Facial Tissues, Disposable Pants, Economy Toilet Paper, Feminine Hygiene Wipes, Household Care Wipes and Floor Cleaning Systems, Light Incontinence, Luxury Toilet Paper, Moderate/Heavy Incontinence, Napkins, Nappies/Diapers, Personal Wipes, Pocket Handkerchiefs, Recycled Toilet Paper, Sanitary Protection Excluding Feminine Hygiene Wipes, Standard Toilet Paper, Tablecloths.

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

Why buy this report?

Get a detailed picture of the Kitchen Towels 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 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, Santiago and Sydney 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.

Contents

Kitchen Towels in Finland
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December 2010

LIST OF CONTENTS AND TABLES

Executive Summary
Trend Shift As Sales Dip in 2009
New Product Launches Prevent Bigger Sales Decline
Global Players Dominate Tissue and Hygiene Products in 2009
Grocery Retailers Benefits From the Economic Slowdown
Economic Downturn To Limit Retail Value Growth
Key Trends and Developments
S Table But Far From Positive Economic Situation in Finland
Finland Witnesses Demographic Changes
Environmental Awareness Grows
High Maturity Hinders Stronger Growth Rates
Multinational Companies Dominate
Market Indicators
Table 1 Birth Rates 2004-2009
Table 2 Infant Population 2004-2009
Table 3 Female Population by Age 2004-2009
Table 4 Total Population by Age 2004-2009
Table 5 Households 2004-2009
Table 6 Forecast Infant Population 2009-2014
Table 7 Forecast Female Population by Age 2009-2014
Table 8 Forecast Total Population by Age 2009-2014
Table 9 Forecast Households 2009-2014
Market Data
Table 10 Retail Sales of Tissue and Hygiene by Sector: Value 2004-2009
Table 11 Retail Sales of Tissue and Hygiene by Sector: % Value Growth 2004-2009
Table 12 Retail Sales of Tissue and Hygiene by Distribution Format: % Analysis
2004-2009
Table 13 Retail Sales of Tissue and Hygiene by Sector and Distribution Format: %
Analysis 2009
Table 14 Penetration of Private Label by Sector 2004-2009
Table 15 Forecast Retail Sales of Tissue and Hygiene by Sector: Value 2009-2014

Table 16 Forecast Retail Sales of Tissue and Hygiene by Sector: % Value Growth
2009-2014

Definitions

Summary 1 Research Sources

Cederroth Oy

Strategic Direction

Key Facts

Summary 2 Cederroth Oy: Key Facts

Summary 3 Cederroth Oy: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 4 Cederroth Oy: Competitive Position 2009

Delipap Oy

Strategic Direction

Key Facts

Summary 5 Delipap Oy: Key Facts

Summary 6 Delipap Oy: Operational Indicators

Company Background

Production

Summary 7 Delipap Oy: Production Statistics 2009

Competitive Positioning

Summary 8 Delipap Oy: Competitive Position 2009

Metsä Tissue Oyj

Strategic Direction

Key Facts

Summary 9 Metsä Tissue Oyj: Key Facts

Summary 10 Metsä Tissue Oyj: Operational Indicators

Company Background

Production

Summary 11 Metsä Tissue Oyj: Production Statistics 2009

Competitive Positioning

Summary 12 Metsä Tissue Oyj: Competitive Position 2009

Sinituote Oy

Strategic Direction

Key Facts

Summary 13 Sinituote Oy: Key Facts

Summary 14 Sinituote Oy: Operational Indicators

Company Background

Production

Summary 15 Sinituote Oy: Production Statistics 2009

Competitive Positioning

Summary 16 Sinituote Oy: Competitive Position 2009

Suomen Kerta Oy

Strategic Direction

Key Facts

Summary 17 Suomen Kerta Oy: Key Facts

Summary 18 Suomen Kerta Oy: Operational Indicators

Company Background

Production

Summary 19 Suomen Kerta Oy: Production Statistics 2008

Competitive Positioning

Summary 20 Suomen Kerta Oy: Competitive Position 2009

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 17 Retail Sales of Kitchen Towels: Value 2004-2009

Table 18 Retail Sales of Kitchen Towels: % Value Growth 2004-2009

Table 19 Kitchen Towels Retail Company Shares 2005-2009

Table 20 Kitchen Towels Retail Brand Shares 2006-2009

Table 21 Forecast Retail Sales of Kitchen Towels: Value 2009-2014

Table 22 Forecast Retail Sales of Kitchen Towels: % Value Growth 2009-2014

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