

Transportation in Finland

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Abstracts

Transportation recorded low current value growth in 2013, although after declines in previous years, unit prices of air travel began to recover in 2013. The number of people using air travel decreased in 2013, as a result of a decrease in domestic travellers and stagnation of international outbound trips. With regard to outbound travel, there was an increase in the number of more-affordable trips by sea to neighbouring countries.

Euromonitor International's Transportation 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: Transportation by Category, Transportation by Channel.

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

Why buy this report?

Get a detailed picture of the Transportation 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

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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