

# Finland Instant Coffee Market - Forecasts from 2020 to 2025

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## Abstracts

Finland instant coffee market is estimated to be valued at US\$14.472 million in 2019 and is anticipated to experience a slight decline in market growth during the forecast period.

The rich coffee drinking culture among the Finnish consumers and the preference of consuming light roast coffee.

The coffee culture of Finland is one of the considered to be among the richest coffee cultures in the European region. Lightly roasted coffee is preferred in this region and is referred to as the lightest coffee in the European region. Although as some of the consumers prefer dark-roasted coffee, it is also available in the supermarkets. Ground coffee is facing an increased demand owing to the preference of a vast number of consumers to drink filter coffee; a method of preparing coffee has been for use for a long time.

However, the cold brewing method and nitro coffee are also getting popular among the consumers belonging to the younger population and are thereby, leading to a decline in the consumption and sales of instant coffee over the forecast period slowly.

The changing consumption patterns towards coffee and beverages other than aerated drinks among the Finnish individuals owing to the ill effect associated with the latter.

The population is leaning towards consumption of pod coffee and caffeinated beverages instead of other soda-based caffeinated beverages due to their health risks associated with consumption of these drinks, which is making people health-conscious and encouraging them to make the switch, which will lead to a surge in the market growth.

Moreover, the increasing demand for a wider range of products ranging from blended premium and specialty brew coffees to new and flavored varieties among the higher-class people will also increase the market growth.

#### Product Offerings by the market players in the Finnish instant coffee market

The offering of better and advanced varieties of instant coffee with enhanced flavor and aromas among others by existing and new players in the market.

Some of the product offerings have been mentioned below-

Warrior Coffee, which is a company involved in the manufacture of different types of coffee and Tea offers different and unique varieties of instant coffee under its wide product portfolio offers two types of unique products called “Warrior Coffee Original Butter Coffee” and “Warrior Coffee Vanilla Butter Coffee”. The Warrior Coffee Original Butter Coffee is a normal flavored instant butter coffee that is made using the freeze-dried Arabica type coffee beans and has been certified organic. The other product, which is Warrior Coffee Vanilla Butter Coffee, on the other hand, has added vanilla flavor, is made with freeze-dried Arabica type coffee beans, and is certified organic.

Oy Gustav Paulig Ab, which is considered as one of the topmost and major market players in the country offers a wide variety of coffee under its product portfolio including instant coffee. It offers its product called the “Vendor Espresso”. This product is a rich espresso and has an

aromatic flavor that has been certified by the UTZ Rainforest Alliance and is offered as 10 packs of 250g each.

## Segmentation

### By Type

Freeze-Dried Instant Coffee

Spray-Dried Instant Coffee

Others

### By Distribution Channel

Offline

### § Foodservices

### § Retail

Supermarket/Hypermarket

Convenience Stores

Others

Online

### By Province

Helsinki

Tampere

Espoo

Others

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