

RTD Tea in Finland

Market Direction | 2022-12-08 | 28 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

During pandemic lockdowns RTD tea in Finland saw strong off-trade volume growth in 2020 and 2021, albeit at lower rates than pre-COVID-19, driven by consumers opting for bigger pack sizes and rising interest in kombucha. Finnish consumers began to explore kombucha earlier in the review period as they became more focused on digestive health. In 2022 growth continues in RTD tea overall, still supported by the pandemic-triggered focus for improved health and wellbeing, while at the same time, the o...

Euromonitor International's RTD Tea 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 (2017-2021), 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 legislative, distribution, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Carbonated RTD Tea and Kombucha, Still RTD Tea.

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

Why buy this report?

- * Get a detailed picture of the RTD Tea 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

RTD Tea in Finland
Euromonitor International
December 2022

List Of Contents And Tables

RTD TEA IN FINLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Kombucha sales drive overall growth in RTD tea

Kombucha boom slowing down, with low-sugar trend gaining rapid ground in 2022

Premium iced teas continue to grow

PROSPECTS AND OPPORTUNITIES

Premiumisation to become more prevalent in RTD tea

Kombucha faces possible product problems

Horeca establishments to focus on premium products

CATEGORY DATA

Table 1 Off-trade Sales of RTD Tea by Category: Volume 2017-2022

Table 2 Off-trade Sales of RTD Tea by Category: Value 2017-2022

Table 3 Off-trade Sales of RTD Tea by Category: % Volume Growth 2017-2022

Table 4 Off-trade Sales of RTD Tea by Category: % Value Growth 2017-2022

Table 5 Leading Flavours for Off-trade RTD Tea: % Volume 2017-2022

Table 6 NBO Company Shares of Off-trade RTD Tea: % Volume 2018-2022

Table 7 LBN Brand Shares of Off-trade RTD Tea: % Volume 2019-2022

Table 8 NBO Company Shares of Off-trade RTD Tea: % Value 2018-2022

Table 9 LBN Brand Shares of Off-trade RTD Tea: % Value 2019-2022

Table 10 □Forecast Off-trade Sales of RTD Tea by Category: Volume 2022-2027

Table 11 □Forecast Off-trade Sales of RTD Tea by Category: Value 2022-2027

Table 12 □Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2022-2027

Table 13 □Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2022-2027

SOFT DRINKS IN FINLAND

EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022

Table 15 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 17 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 19 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 21 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021
Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022
Table 23 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022
Table 24 □Off-trade Sales of Soft Drinks by Category: Value 2017-2022
Table 25 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022
Table 26 □Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022
Table 27 □Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022
Table 28 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022
Table 29 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022
Table 30 □NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022
Table 31 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022
Table 32 □Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2017-2022
Table 33 □Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2017-2022
Table 34 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022
Table 35 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022
Table 36 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027
Table 37 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027
Table 38 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027
Table 39 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027
Table 40 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027
Table 41 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027
Table 42 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027
Table 43 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027
Table 44 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027
Table 45 □Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

APPENDIX

Fountain sales in Finland

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

RTD Tea in Finland

Market Direction | 2022-12-08 | 28 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-05"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com