

## **Juice in Finland**

Market Direction | 2023-12-07 | 29 pages | Euromonitor

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### **Report description:**

Retail volume sales in juice faces decline in 2023 with sales normalising in Finland. Finnish consumers have returned to work and now spend less time at home post-pandemic. Demand in juice also continues to suffer from the impact of the soft drink tax that was implemented at the beginning of 2020. In particular, the dominant product area of reconstituted 100% juice is losing out due to its unhealthy image, with many consumers upgrading from reconstituted 100% to not from concentrate 100% juice. A...

Euromonitor International's Juice 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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- \* Get a detailed picture of the Juice 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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