

## **HW Hot Drinks in Finland**

Market Direction | 2023-11-06 | 10 pages | Euromonitor

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### **Report description:**

Finns are clearly migrating towards fruit/herbal tea, green tea and other tea, which are snatching sales away from black tea. This movement is being powered by the health and wellness trend, as well as Finns' keenness to experiment with new products and flavours. Players are taking this into account in their new product development activity, increasingly offering more value-added benefits with specific functionalities. For example, the Nordqvist brand launched a new line of herbal teas with three...

Euromonitor International's HW Hot Drinks in Finland report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Coffee, HW Hot Drinks by Type, HW Other Hot Drinks, HW 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 HW Hot Drinks 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.

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