

HW Hot Drinks in Finland

Market Direction | 2024-08-05 | 15 pages | Euromonitor

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Report description:

Organic remained the leading health and wellness claim in hot drinks in Finland in value terms by some distance in 2023. Products with this positioning performed positively in several categories during the year, as in line with rising health-consciousness Finns are becoming more aware of the potentially harmful effects of various preservatives, colourings, flavourings, sweeteners and other additives commonly found in tea, coffee, flavoured powder drinks etc. Similarly, because organic varieties...

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 2019-2023, 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 2028 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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HW HOT DRINKS IN FINLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Organic still the leading health and wellness claim in hot drinks by a wide margin
Products with functional benefits and less or no caffeine continue to gain popularity
Hot drinks with sugar-related claims profit from growing concerns about obesity

PROSPECTS AND OPPORTUNITIES

Private label penetration likely to rise across health and wellness hot drinks
Dairy free anticipated to be the fastest growing claim in value terms
New health tax could drive sales and provide further impetus for innovation

CATEGORY DATA

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HEALTH AND WELLNESS IN FINLAND

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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