

Gum in Finland

June 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Chewing gum remains the favourite as consumers prefer the use of xylitol
The indulgence trend is reflected in the launch of exciting flavour combinations
Health claims boost sales of gum products as consumers reach for added-value

PROSPECTS AND OPPORTUNITIES

Domestic player Fazer Makeiset challenges Jenkki across the forecast period
Innovations in packaging to align with consumers' ongoing needs
Potential for further private label players on the gum landscape

CATEGORY DATA

Table 1 - Sales of Gum by Category: Volume 2018-2023
Table 2 - Sales of Gum by Category: Value 2018-2023
Table 3 - Sales of Gum by Category: % Volume Growth 2018-2023
Table 4 - Sales of Gum by Category: % Value Growth 2018-2023
Table 5 - Sales of Gum by Flavour: Rankings 2018-2023
Table 6 - NBO Company Shares of Gum: % Value 2019-2023
Table 7 - LBN Brand Shares of Gum: % Value 2020-2023
Table 8 - Distribution of Gum by Format: % Value 2018-2023
Table 9 - Forecast Sales of Gum by Category: Volume 2023-2028
Table 10 - Forecast Sales of Gum by Category: Value 2023-2028
Table 11 - Forecast Sales of Gum by Category: % Volume Growth 2023-2028
Table 12 - Forecast Sales of Gum by Category: % Value Growth 2023-2028

Snacks in Finland - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2023: The big picture
Key Trends in 2023
Competitive Landscape
Channel developments
What next for snacks?

MARKET DATA

Table 13 - Sales of Snacks by Category: Volume 2018-2023
Table 14 - Sales of Snacks by Category: Value 2018-2023
Table 15 - Sales of Snacks by Category: % Volume Growth 2018-2023
Table 16 - Sales of Snacks by Category: % Value Growth 2018-2023
Table 17 - NBO Company Shares of Snacks: % Value 2019-2023
Table 18 - LBN Brand Shares of Snacks: % Value 2020-2023
Table 19 - Penetration of Private Label by Category: % Value 2018-2023
Table 20 - Distribution of Snacks by Format: % Value 2018-2023
Table 21 - Forecast Sales of Snacks by Category: Volume 2023-2028
Table 22 - Forecast Sales of Snacks by Category: Value 2023-2028
Table 23 - Forecast Sales of Snacks by Category: % Volume Growth 2023-2028
Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/gum-in-finland/report.