

BUSINESS REPORT MEMORANDUM

TO: Alex Anderson, Teaching Assistant
FROM: Amanda Anteater^{AA}
DATE: January 31, 2018
SUBJECT: Introducing KeVita to Finland markets

KeVita produces handcrafted fermented drinks with live probiotics, active cultures, and other healthy ingredients. The KeVita brand markets three main product lines: KeVita Sparkling Probiotic Drink, KeVita Master Brew Kombucha, and KeVita Apple Cider Vinegar. Focused on their core values of individuality, vitality, and integrity, the KeVita brand aims its products to be integrated into the healthy lifestyles of its consumers (KeVita, 2018). Because of a rapid increase in health consciousness in Finland and growth in popularity of probiotic products, it is ideal to introduce KeVita products to Finland.

Finns have displayed an increased willingness to spend on their health, as health and wellness have been a megatrend among consumers in Finland in recent years. Additionally, preventative health programs have eliminated sugary snacks in schools, teenagers have an increased interest in fitness, and employers often support their employees with gym vouchers or workout facilities. Consumers also have an increased demand for natural and organic food and beverages (Euromonitor International, 2016). With the increased interest of health and wellness in Finland, KeVita products should market successfully.

Probiotic products have skyrocketed in popularity. The global probiotics market valued US\$36.6 billion in 2015 and could be worth up to US\$64.6 billion by 2023 (Landry, 2016). Furthermore, the kombucha market grew an estimated 41 percent to US\$534 million wholesale in 2016, while only being in the U.S. beverage market for about 15 years (Del Buono, 2017). KeVita beverages are currently retailed in over 20,000 North American locations, with definite capability for growth. PepsiCo's Premium Nutrition general manager Chris Lansing said, "...KeVita has become an innovative, high-growth brand that is transforming the functional beverage" (MarketLine Advantage, 2016).

After my evaluation of consumer trends in Finland and the upward growth of the probiotic and kombucha markets, I am confident that the KeVita brand would benefit from being introduced to Finland.

REFERENCES

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- KeVita. (2018). *Our Mission*. KeVita.com
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