

## **Tea in Chile**

Market Direction | 2022-11-11 | 21 pages | Euromonitor

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### **Report description:**

Black tea is the most common type of tea in Chile, but in the past decade the country's tea culture has grown to such an extent that many different varieties have come to challenge its reign, along with the surge of other hot drinks, such as yerba mate. Furthermore, the pandemic brought even greater challenges for black tea, with income increases promoting premiumisation within the category expressed as a rising preference for fruit/herbal tea, which carries a much higher than average unit price...

Euromonitor International's Tea in Chile report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, 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 or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other 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 Tea 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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Euromonitor International  
November 2022

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