

Tea in Italy

Market Direction | 2022-11-15 | 24 pages | Euromonitor

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Report description:

Compared to coffee, tea is less impacted by inflation and rising costs of raw materials in 2022. However, following a strongly positive off-trade performance during the pandemic when Italians spent a lot more time at home, demand began to decline substantially in 2021 in all areas except for fruit/herbal tea. This drop was due to the channel shift as foodservice outlets began to reopen and consumers began to return to their out-of-home work, school and social lives. For the same reasons the fall...

Euromonitor International's Tea in Italy 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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TEA IN ITALY

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Fruit/herbal tea benefits from accelerated health and wellness trends

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