

RTD Tea in Mexico

Market Direction | 2022-11-28 | 34 pages | Euromonitor

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Report description:

RTD tea is projected to see healthy off-trade volume and current value growth over 2022, to continue the category's recovery from the decline registered in 2020, in the wake of the Coronavirus (COVID-19) pandemic in Mexico. Regular still RTD tea continued to dominate sales, with carbonated RTD tea and kombucha remaining negligible at the end of the review period. As a result of rising prices, and slower growth in demand, retail current value sales are set to continue to grow at a much faster tha...

Euromonitor International's RTD Tea in Mexico 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, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Carbonated RTD Tea and Kombucha, Still RTD 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 RTD 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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Fuze Tea leverages health positioning to retain a strong lead in the category

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