

RTD Tea in Azerbaijan

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Report description:

Despite the strong tradition of drinking tea in Azerbaijan, per capita consumption of RTD tea is low compared to most countries in the region including Uzbekistan and Kazakhstan. International players and the marketing investment they bring is critical to growth of the RTD tea category. It is also subject to seasonal trends gaining popularity during the summer months when the weather is warm. Consequently, the sector posted low single-digit retail volume growth in 2022.

Euromonitor International's RTD Tea in Azerbaijan 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.

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Local player Avrora Ltd takes on international players with new brand

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