

## **RTD Tea in Colombia**

Market Direction | 2022-12-07 | 28 pages | Euromonitor

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### **Report description:**

In 2022, off-trade volume sales with RTD tea have benefited from the category increasing in popularity amongst different consumer groups. As a growing number of consumers are looking for a healthier substitute for sugary soft drinks, such as carbonates and even juice, the consumer base for RTD teas is growing. However, increasing consumer concern about the high sugar content of RTD tea and health and wellness positioning have motivated some of the leading players in the category to begin launchi...

Euromonitor International's RTD Tea in Colombia 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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