

## **RTD Tea in Egypt**

Market Direction | 2022-12-08 | 27 pages | Euromonitor

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### **Report description:**

Off-trade volume sales growth for RTD tea in 2022 is expected to surpass that recorded in 2021, and the category's performance in this regard looks set to be its strongest of the entire review period. Demand has been lifted by rising health-consciousness, as tea in general has a natural, wholesome image in Egypt, and although these products are often quite high in sugar, many consumers are increasingly inclined to see them as a healthier alternative to carbonates and energy drinks. At the same t...

Euromonitor International's RTD Tea in Egypt 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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December 2022

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