

**RTD Tea in Finland**

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**Report description:**

During pandemic lockdowns RTD tea in Finland saw strong off-trade volume growth in 2020 and 2021, albeit at lower rates than pre-COVID-19, driven by consumers opting for bigger pack sizes and rising interest in kombucha. Finnish consumers began to explore kombucha earlier in the review period as they became more focused on digestive health. In 2022 growth continues in RTD tea overall, still supported by the pandemic-triggered focus for improved health and wellbeing, while at the same time, the o...

Euromonitor International's RTD Tea in Finland 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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