

RTD Tea in Hungary

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Report description:

After double-digit volume growth across the review period, RTD tea consumption in Hungary fell during the pandemic as foodservice outlets closed. Nevertheless, products in this category remain popular among local consumers looking for pleasant alternatives to carbonates. RTD tea is considered healthier, even though sugar levels can equal common carbonates. This image is crucial for driving growth in the category, and the largest consumer group, according to trade sources, is families with childr...

Euromonitor International's RTD Tea in Hungary 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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New fusion flavours tap into summer and winter traditional tastes

Brands and private label vie for share in 2022 by expanding reduced sugar variants in RTD tea

PROSPECTS AND OPPORTUNITIES

RTD tea growth will be impacted by inflation and weaker consumer purchasing power in the years ahead

Health trends and environmental concerns will be influential in product development in RTD tea

Pricing and packaging will become increasingly polarised as the high cost of living impacts consumer choices

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