

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.

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Table of Contents:

RTD Tea in Hungary
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List Of Contents And Tables

RTD TEA IN HUNGARY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Growth in still RTD tea continues apace, driven by competition among top brands

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

CATEGORY DATA

Table 1 Off-trade Sales of RTD Tea by Category: Volume 2017-2022

Table 2 Off-trade Sales of RTD Tea by Category: Value 2017-2022

Table 3 Off-trade Sales of RTD Tea by Category: % Volume Growth 2017-2022

Table 4 Off-trade Sales of RTD Tea by Category: % Value Growth 2017-2022

Table 5 Leading Flavours for Off-trade RTD Tea: % Volume 2017-2022

Table 6 NBO Company Shares of Off-trade RTD Tea: % Volume 2018-2022

Table 7 LBN Brand Shares of Off-trade RTD Tea: % Volume 2019-2022

Table 8 NBO Company Shares of Off-trade RTD Tea: % Value 2018-2022

Table 9 LBN Brand Shares of Off-trade RTD Tea: % Value 2019-2022

Table 10 □Forecast Off-trade Sales of RTD Tea by Category: Volume 2022-2027

Table 11 □Forecast Off-trade Sales of RTD Tea by Category: Value 2022-2027

Table 12 □Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2022-2027

Table 13 □Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2022-2027

SOFT DRINKS IN HUNGARY

EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022

Table 15 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 17 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 19 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

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Table 21 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022

Table 23 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022

Table 24 □Off-trade Sales of Soft Drinks by Category: Value 2017-2022

Table 25 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022

Table 26 □Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022

Table 27 □Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022

Table 28 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022

Table 29 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022

Table 30 □NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022

Table 31 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022

Table 32 □Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2017-2022

Table 33 □Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2017-2022

Table 34 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022

Table 35 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022

Table 36 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027

Table 37 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027

Table 38 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027

Table 39 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027

Table 40 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027

Table 41 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027

Table 42 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027

Table 43 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027

Table 44 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027

Table 45 □Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

APPENDIX

Fountain sales in Hungary

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SOURCES

Summary 1 Research Sources

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