

## **RTD Tea in Ireland**

Market Direction | 2022-12-13 | 29 pages | Euromonitor

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### **Report description:**

In 2022, the top-performing category in RTD tea in both off-trade volume and current value terms is set to be carbonated RTD tea and kombucha. This niche but rapidly rising category is benefiting from its infancy, and thus small base, but its success signifies the significant growth potential within the category as a whole. As Irish consumers have become more familiar with RTD tea, new entrants have emerged and the competition has heightened. This has led to innovation, which is a key growth dri...

Euromonitor International's RTD Tea in Ireland 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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