

RTD Tea in Israel

Market Direction | 2022-12-12 | 26 pages | Euromonitor

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Report description:

RTD tea recorded a strong decline in 2022 due to rising health awareness as consumers continued to shift to healthier and more natural beverages such as 100% juice or carbonated water. Sales also continued to be affected by the red sugar labelling regulations, which were introduced in January 2020, as most RTD teas were labelled with high sugar content labels, deterring consumers.

Euromonitor International's RTD Tea in Israel 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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RTD TEA IN ISRAEL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Strong decline in off-trade volume sales of RTD tea as consumers avoid drinks with a high sugar content while high taxes put prices up

Health and wellness trend focuses demand on reduced sugar RTD tea, which also benefits from lower tax making it more affordable

Name change of reduced sugar variants from "diet" to "zero"

PROSPECTS AND OPPORTUNITIES

Shift to healthier beverages continues over the forecast period

Decrease in both regular and reduced sugar RTD tea over the forecast period

Fuze Tea maintains its strong lead thanks to its wide distribution network and new product launches

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