

RTD Tea in New Zealand

Market Direction | 2022-12-06 | 29 pages | Euromonitor

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Report description:

Having experienced a softening of off-trade current value growth during the pandemic, largely due to a significant proportion of purchases being made for on-the-go consumption occasions, RTD tea is set to return to higher growth in 2022. Most of this growth is expected to come from carbonated RTD tea and kombucha, which is set to see double-digit growth. Although this is slower than the double-digit growth carbonated RTD tea and kombucha experienced in several years prior to the pandemic, the po...

Euromonitor International's RTD Tea in New Zealand 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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