

RTD Tea in Pakistan

Market Direction | 2022-12-09 | 25 pages | Euromonitor

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Report description:

With the success of Nestle's peach/lemon iced tea and especially Unilever Pakistan's Lipton Ice Tea Lemon, The Coca-Cola Co (NBO: Coca-Cola Beverages Pakistan) is set to launch Fuze Tea in Pakistan. The company hopes to tap into the growing awareness of the category and cater to the increasing demand for RTD tea. Coca-Cola Beverages Pakistan's wide distribution networks and consumer loyalty for its brands in the market are predicted to boost awareness and sales, and create success factors, for F...

Euromonitor International's RTD Tea in Pakistan 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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RTD tea remains a niche but sees growing awareness and sales

Lipton leverages a reputation for quality, wide distribution and flavour variety to dominate the competitive landscape

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