

## **Tea in Colombia**

Market Direction | 2022-12-07 | 21 pages | Euromonitor

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### **Report description:**

Tea recorded strong growth over the past year, driven by COVID-19 lockdowns, with consumers spending more time at home, either working from home or avoiding social contact. Tea was used as a way to relax and unwind, a daily treat for many, especially when it came to fruit tea and mixes. Rising awareness of the health benefits of tea and its association with immunity, benefited tea in a country where coffee culture is strong. Moving into 2022, retail volume sales of tea continue to be positive; h...

Euromonitor International's Tea in Colombia 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 or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other 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 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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