

Tea in Ecuador

Market Direction | 2022-12-08 | 20 pages | Euromonitor

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Report description:

Tea recorded a significant increase in sales during the initial phase of the COVID-19 pandemic in Ecuador as fear of contracting the virus encouraged many consumers to turn to tea for its functional properties and to ease symptoms. With the return to normality, more time spent away from home, and waning fear of COVID-19, tea consumption in the country has declined. Also, many consumers stockpiled tea during the pandemic, inevitably resulting in a drop in sales during 2021 and 2022.

Euromonitor International's Tea in Ecuador 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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TEA IN ECUADOR

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The category has a wide variety of flavours and brands

Modern channel continues to drive sales

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