

## **Tea in New Zealand**

Market Direction | 2022-12-08 | 23 pages | Euromonitor

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### **Report description:**

Whilst New Zealanders embraced coffee during the pandemic, with the extent of their commitment proven by their investment in coffee machines for their homes, this phenomenon was not replicated in tea, which instead saw slight declines in total volume terms in 2020 and 2021, with only slow growth expected in 2022. Lacking innovation, and providing neither the stimulation of coffee nor possessing the relaxing qualities of fruit/herbal tea, black tea is set to continue its poor performance in 2022.

Euromonitor International's 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 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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