

Tea in Peru

Market Direction | 2022-12-15 | 22 pages | Euromonitor

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Report description:

Retail sales of tea saw a sharp decline in volume terms in 2022, following a two-year period of buoyant growth. This was due to difficult economic conditions, notably, inflationary pressures, which led consumers to switch towards purchasing loose teas via informal, traditional channels, such as neighbourhood markets, due to their lower prices.

Euromonitor International's Tea in Peru 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Economic uncertainty sees shift towards cheaper loose teas and traditional herbal drinks

Fruit/herbal tea benefits from health and wellbeing trends

Industrias Oro Verde SAC increases its share as market leader, as Unilever sells its tea portfolio

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