

## **Tea in Serbia**

Market Direction | 2022-12-15 | 19 pages | Euromonitor

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### **Report description:**

Tea recorded strong volume decline in Serbia in both 2021 and 2022 due to significant price increases as a result of the rising cost of raw materials, packaging, production and logistics. With declining disposable incomes in the country, Serbian consumers were forced to reduce their consumption of tea. Also, to keep prices low, tea producers compromised on quality, which further encouraged a consumer shift from tea to other beverages.

Euromonitor International's Tea in Serbia 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.

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December 2022

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