

RTD Tea in Bulgaria

Market Direction | 2022-12-19 | 28 pages | Euromonitor

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Report description:

Sales benefited from the growing number of consumers shifting from carbonates and juice to RTD tea in 2022, both through the off- and on-trade channels. The developing health and wellness trend positively impacted the consumption of RTD tea, which is perceived to be healthier, with many of the leading products containing little or no added sugar. The category's strong distribution presence and increasing penetration across most channels is helping to drive sales growth, with RTD tea continuing t...

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

Product coverage: Carbonated RTD Tea and Kombucha, Still RTD 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 RTD 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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Euromonitor International
December 2022

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RTD tea benefits from healthier image and refreshing taste

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