

## **RTD Tea in North Macedonia**

Market Direction | 2022-12-22 | 29 pages | Euromonitor

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### **Report description:**

RTD tea will see rising off-trade volume sales in 2022 as consumers shift away from carbonates and juice towards RTD tea thanks to consumers becoming more health-conscious. Tea, especially green and herbal tea, is thought to have naturally healthy benefits such as boosting one's immunity. Given the tea content of RTD tea, this further aids the consumer shift towards the category, albeit at a slower rate than seen during the pandemic. This continued volume growth alongside the rapidly rising unit...

Euromonitor International's RTD Tea in North Macedonia 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.

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Euromonitor International  
December 2022

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RTD tea continues growing strongly unaffected by the COVID-19 pandemic

Reduced sugar RTD tea achieves fastest growth, whilst carbonated variants remain unavailable in North Macedonia

Fuze Tea retains value lead despite recent product developments by cheaper brands

#### PROSPECTS AND OPPORTUNITIES

Health and wellness trends to continue to boost performance of RTD tea

Rise of e-commerce to boost bulk purchases of RTD tea

No changes in the competitive landscape expected

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