

RTD Tea in Serbia

Market Direction | 2022-12-22 | 25 pages | Euromonitor

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Report description:

RTD tea is seeing healthy retail volume sales growth in 2022 stimulated by the presence of a new brand, Aqua Viva Herbal from Knjaz Milos. Aqua Viva Herbal is a black tea that is available in PET 1.5-litre and PET 0.5-litre packages and comes in two flavours: peach and lemon/elderflower. The promotional efforts behind this brand have rejuvenated the whole RTD tea category in Serbia since other players have become more active in order to maintain their retail volume share.

Euromonitor International's RTD 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, 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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