

RTD Tea in Tunisia

Market Direction | 2022-12-21 | 24 pages | Euromonitor

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Report description:

The Turkish RTD tea brand, Di Di, made its first entrance into the Tunisian market in 2022 with three flavours: peach, lemon and bergamot. At the time of writing, Rauch and Di Di are the only two brands available through grocery retailers. During the previous years, the RTD category saw several new brands launched but, for several reasons, they did not maintain their presence in the Tunisian market.

Euromonitor International's RTD Tea in Tunisia 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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