

Tea in Germany

Market Direction | 2022-12-22 | 23 pages | Euromonitor

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Report description:

Retail sales of tea have benefitted from the pandemic in different ways. On the one hand, there was a channel shift from institutional and foodservice sales to retail, driven by home seclusion. However, the elevated number of Germans still working or studying from home during 2022 continues to drive retail demand for tea. On the other hand, the pandemic has heightened awareness amongst the local population of healthy lifestyles in addition to the perceived benefits of fruit/herbal tea, the most...

Euromonitor International's Tea in Germany 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.

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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