

RTD Tea in Germany

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Report description:

Despite all the challenges presented by the pandemic followed by increasing inflation in Germany, demand for RTD tea is booming in 2022. New brands and innovative products continue to enter the local market, where musicians and well-established names are either launching new RTD tea brands or expanding their portfolios by adding new flavours. Some of the most prominent successes that are also contributing to value growth are the brands "Bratee" by German rapper Capital Bra, and local musician an...

Euromonitor International's RTD 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 (2018-2022), 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 2027 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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