Tea in Singapore

Market Direction | 2023-01-11 | 23 pages | Euromonitor

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Report description:

In light of rising inflation, local retailers have been prioritising affordability to sustain consumption levels in Singapore. In 2022, leading modern grocery retailers such as FairPrice and DFI extended their private label lines to include tea. DFI's Meadows is available in black and fruit/herbal in a bag format in addition to instant tea, along with FairPrice's eponymous offering within black and green tea bags. Private label tea tends to focus on offering affordability; FairPrice black tea ba...

Euromonitor International's Tea in Singapore 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 or pricing issues. Forecasts to 2027 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.

Table of Contents:

Tea in Singapore
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List Of Contents And Tables

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