

## **RTD Tea in Switzerland**

Market Direction | 2023-01-16 | 30 pages | Euromonitor

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### **Report description:**

RTD tea sales record a stronger off-trade volume sales growth in 2022 than in 2021, helped by continued new product activity from major players and by a recovery of sales from channels targeting on-the-go consumption, including convenience stores, retail kiosks and vending machines - despite a reduced mobility compared to the pre-pandemic years, due to the shift towards remote working. The popularity of RTD tea among Swiss consumers also continues to increase despite the category's maturity, as...

Euromonitor International's RTD Tea in Switzerland 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.

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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