

## **Tea in Poland**

Market Direction | 2023-01-24 | 22 pages | Euromonitor

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### **Report description:**

Tea registered a stable mid-single-digit volume growth in 2022. Green tea and herbal/traditional medicinal teas remained the fastest-growing categories, with consumers appreciating herbal teas that are also functional drinks. Various functional benefits are offered and marketed on the tea landscape, including improved digestion, sleep, and relaxation aids. These teas are also often consumed after catching a virus or cold. However, black tea remains the firm favourite, dominating over half of the...

Euromonitor International's Tea in Poland 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.

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January 2023

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Tea continues to benefit from the growing health and wellness trend

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