

RTD Tea in Denmark

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Report description:

Carbonated RTD tea and Kombucha maintained high double-digit growth in 2022, with growth from a low base. The growing popularity of this category is being driven by the health and wellness trend, in which it is perceived that fermented products are better for the digestion. The L?sk brand has thus far been a trendsetter and is stimulating consumer interest through unusual innovations, such as its Broccoli Kombucha. This brand extension is mostly targeted towards younger generations, who look for...

Euromonitor International's RTD Tea in Denmark 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, packaging or pricing issues. Forecasts to 2026 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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RTD TEA IN DENMARK

KEY DATA FINDINGS

2022 DEVELOPMENTS

High double-digit growth for carbonated RTD tea and Kombucha in 2022

Longer, hotter summers stimulate interest in new and refreshing flavours

New launches include low/non-alcoholic variants and those fortified with protein

PROSPECTS AND OPPORTUNITIES

Steady growth for RTD tea over the forecast period as consumers embrace smaller size packaging for on-the-go consumption

Private label goes from strength to strength in RTD tea over the forecast period

Reduced sugar and free from brands continue to gather momentum in still RTD tea over the forecast period

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