

RTD Tea in Dominican Republic

Market Direction | 2023-11-23 | 27 pages | Euromonitor

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Report description:

RTD tea has seen significant growth in retail value and volume terms in 2023 as the category begins its recovery from the heavy losses seen in 2021 and 2022. Sales of RTD tea experienced a dramatic decline in these two years due to the withdrawal of the leading Lipton brand at the end of 2021. The growth seen in 2023 has been due to imported RTD tea brands looking to fill the gap in the market. Nevertheless, despite the dynamic growth being seen in 2023 sales remain well below levels seen before...

Euromonitor International's RTD Tea in Dominican Republic 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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2023 DEVELOPMENTS

RTD tea starts to recover from the impact of Lipton's exit, but high prices are an obstacle to growth

Arizona leads but it has been unable to fill Lipton's shoes due to its high prices

Imported brands dominate RTD tea with various flavours and options

PROSPECTS AND OPPORTUNITIES

RTD tea likely to remain a niche category with high prices a key obstacle to growth

Appearance of a locally manufactured RTD Tea brand with a competitive price and accessible in traditional channel is identified as a business opportunity

Powder concentrates remains an important competitor for RTD tea

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