

RTD Tea in Saudi Arabia

Market Direction | 2023-11-30 | 27 pages | Euromonitor

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Report description:

RTD tea is a relatively niche category in Saudi Arabia with it being the smallest soft drinks category in retail volume terms in 2023. Nonetheless, the category has continued to post strong growth both through the off- and on-trade channels. The performance of the category is closely tied to the performance of the Lipton brand which accounts for most sales of RTD tea in the Kingdom. Lipton continues to dominate the category with it focusing on Gen Z consumers in its marketing campaigns. For exam...

Euromonitor International's RTD Tea in Saudi Arabia 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.

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