

Tea in Belgium

Market Direction | 2023-11-30 | 20 pages | Euromonitor

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Report description:

Tea sales through retail in 2023 are witnessing a resurgence of the negative trend they faced even before the onset of the pandemic. The persistent decline in tea sales, which predates the pandemic, has re-emerged post-pandemic. One of the leading causes behind this decline is the shift in consumption patterns, notably among younger generations. This demographic no longer favours hot tea as much as before, opting instead for beverages that are visually appealing and 'Instagrammable', such as cof...

Euromonitor International's Tea in Belgium 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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