

RTD Tea in Colombia

Market Direction | 2023-12-05 | 27 pages | Euromonitor

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Report description:

Despite the challenging operating environment that has impacted soft drinks more generally in 2023, RTD tea continues to perform positively. Robust value growth has emerged amidst high inflation rates and rising production costs (such as for packaging and energy). As a result, some players have been compelled to pass on these higher costs to consumers, leading to an increase in the average unit price and modest volume growth. This demonstrates the category's elasticity. A key reason for the posi...

Euromonitor International's RTD Tea in Colombia 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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Euromonitor International
December 2023

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