

## **RTD Tea in Ireland**

Market Direction | 2023-12-07 | 29 pages | Euromonitor

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### **Report description:**

RTD tea is projected to continue to post off- and on-trade volume growth over 2023, albeit at much slower rates than in 2022. Both still and carbonated RTD tea continued to see volume growth at the end of the review period. Still RTD tea has enjoyed rising popularity through Unilever Ireland's promotional activities in support of the leading brand, Lipton, and the traditional attraction of Irish consumers to tea. Carbonated RTD tea also enjoyed growing popularity with fermented tea, with fast of...

Euromonitor International's RTD Tea in Ireland 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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