

Tea in Poland

Market Direction | 2023-12-07 | 22 pages | Euromonitor

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Report description:

Tea registered stable volume growth in 2023, aided by its popularity in Poland where it is widely consumed. Retail volume growth has slowed, however, with consumers facing higher prices in the tea category as part of a broad rise in the cost of living. The greater diversity of tea available in Poland is nurturing tea consumption, with the variety expanding in recent years. This includes not only traditional black and green teas, but also a broader range of herbal, fruit, and speciality blends. S...

Euromonitor International's Tea in Poland 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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