

Tea in Sweden

Market Direction | 2023-12-07 | 21 pages | Euromonitor

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Report description:

Total volume sales of tea are projected to decline over 2023, although there is a significant shift from retail to foodservice as consumers resume pre-COVID-19 lifestyles. Black tea, the biggest category, is mature with relatively low new product development militating against retail volume growth. Nonetheless, off-trade current value sales of black tea bags continued to rise in 2023, underpinned by the use of added-value bag products. Most of the development of black tea comes from the bag form...

Euromonitor International's Tea in Sweden 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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Euromonitor International
December 2023

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TEA IN SWEDEN

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