

RTD Tea in Canada

Market Direction | 2023-12-13 | 28 pages | Euromonitor

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Report description:

In off-trade volume terms, RTD tea recorded a healthier performance in 2023 than during the previous year of review. This reflects the appeal of RTD tea among younger Canadians, who consider it a healthier alternative to carbonates and sugary juices. In response, manufacturers are continuing to broaden their portfolios and engaging in new product development. For example, Brisk has developed new flavours, including strawberry, for its Dragon Paradise Sparkling Iced Tea line.

Euromonitor International's RTD Tea in Canada 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.

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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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