

## **Tea in Croatia**

Market Direction | 2023-12-15 | 18 pages | Euromonitor

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### **Report description:**

Tea fares better than coffee in 2023, with a slight increase in volume sales. However, this is mainly due to it being a much less mature product. That being said, continuing rising prices is still hitting profit margins and constant value sales are expected to fall. Ongoing population decline also dampens sales somewhat. Fruit/herbal continues to account for most value sales, followed by black tea and then green tea. However, other tea is expected to register the highest current value growth in...

Euromonitor International's Tea in Croatia 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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