

Tea in Guatemala

Market Direction | 2023-12-15 | 20 pages | Euromonitor

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Report description:

Guatemala continues to face high levels of inflation in 2023, driving up average retail prices in the tea category. Leading brands have activated sales with the help of discounts and promotional offers, as consumers are more cautious with expenditure and very price sensitive when shopping for tea. The Lipton brand, distributed by Unilever de Centroamerica SA, ran promotions on its tea boxes of 20g sachets in several varieties, including chamomile and green tea with red fruits. Another leading br...

Euromonitor International's Tea in Guatemala 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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