

RTD Tea in Romania

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Report description:

RTD tea registered another year of strong growth in 2023, benefitting from a positive perception during rising health trends. Compared to other soft drink areas, RTD tea remains a highly concentrated market, with a small number of brands and relatively limited variety. There is a rising number of small portions (500 ml, 330 ml, 250 ml), which continued to have a strong dynamic in 2023, boosted by on-the-go consumption. The main challenges in 2023 to RTD tea sales were high inflation levels, whic...

Euromonitor International's RTD Tea in Romania 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.

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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RTD TEA IN ROMANIA

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Ongoing competition from juices hinders the performance of RTD teas

Variety expands as players launch interesting flavour mixes within RTD tea

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Steady volume growth driven by new flavour innovations on the landscape

Sugar tax and health trends boost demand for reduced sugar

Players invest in social media and digital campaigns to drive interest

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