

## **RTD Tea in Sweden**

Market Direction | 2023-12-18 | 29 pages | Euromonitor

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### **Report description:**

RTD tea is projected to see an overall decline in off-trade volume sales over 2023. This is due to the performance of the dominant category, still RTD tea, with both regular and reduced sugar formats seeing a dip in demand. However, this is in contrast to the performance over the previous years of the review period, which saw strong single-digit or double-digit retail volume growth for both regular and reduced sugar still RTD tea. This was supported by the demand for both private label and brand...

Euromonitor International's RTD 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, 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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