

## RTD Tea in Turkey

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### Report description:

In 2023, RTD tea experienced a sizeable increase in volume sales, with growth reaching double-digits. The upbeat performance can be attributed to the perception of RTD tea as a healthier alternative to carbonated beverages. These beverages resonate with parents who are increasingly inclined to offer them to their children. Moreover, the RTD tea category has seen heavy marketing investments in recent years, particularly regarding the introduction of distinct flavours. For instance, products like...

Euromonitor International's RTD Tea in Turkey 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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