

**RTD Tea in Kazakhstan**

Market Direction | 2024-01-09 | 24 pages | Euromonitor

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**Report description:**

RTD tea is a popular soft drink in Kazakhstan and continued to experience double-digit growth in both volume and value terms with accelerated growth in comparison with 2022 as unit price increases slowed in the year. The popularity of RTD tea can be attributed to Kazakhstan's strong tea-drinking culture, plus RTD tea is seen as a healthier alternative to carbonated beverages. Players offer a wide selection of still RTD tea options in a variety of flavours, whereas carbonated RTD tea remains rela...

Euromonitor International's RTD Tea in Kazakhstan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), 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 2028 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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