

RTD Tea in Argentina

Market Direction | 2023-11-30 | 26 pages | Euromonitor

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Report description:

Volume sales of RTD tea are posting positive growth in both the on-trade and off-trade in Argentina in 2023. This is supporting some level of dynamism to the category. 2022 marked a rebound in off-trade volume sales as they recovered from the decline caused by a partial lockdown in 2021, and a steep decrease in 2020. However, due to the low popularity of these beverages, the short-term outlook for RTD tea remains weak, and it will be at the end of 2027 before off-trade volume sales recover full...

Euromonitor International's RTD Tea in Argentina 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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Table of Contents:

RTD Tea in Argentina
Euromonitor International
May 2024

List Of Contents And Tables

RTD TEA IN ARGENTINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

RTD tea sales see increase although consumption remains weak
Yerba mate popularity limits further expansion
Limited options keep RTD tea consumption low as importers stay away

PROSPECTS AND OPPORTUNITIES

Premium offerings may spur further growth
Healthy image of RTD tea attracts new consumers
Tea's functional properties will prompt product development

CATEGORY DATA

Table 1 Off-trade Sales of RTD Tea by Category: Volume 2018-2023
Table 2 Off-trade Sales of RTD Tea by Category: Value 2018-2023
Table 3 Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023
Table 4 Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023
Table 5 Leading Flavours for Off-trade RTD Tea: % Volume 2018-2023
Table 6 NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023
Table 7 LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023
Table 8 NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023
Table 9 LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023
Table 10 □Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028
Table 11 □Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028
Table 12 □Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028
Table 13 □Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2023-2028

SOFT DRINKS IN ARGENTINA

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
Foodservice vs retail split
What next for soft drinks?

MARKET DATA

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
Table 15 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
Table 17 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023
Table 19 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023
Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

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Table 21 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023
Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
Table 23 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 24 □Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 25 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 26 □Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
Table 27 □Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
Table 28 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
Table 29 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 30 □NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
Table 31 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
Table 32 □Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023
Table 33 □Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023
Table 34 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
Table 35 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
Table 36 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
Table 37 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
Table 38 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
Table 39 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
Table 40 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
Table 41 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 42 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
Table 43 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
Table 44 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
Table 45 □Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Argentina

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SOURCES

Summary 1 Research Sources

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