

RTD Tea in Nigeria

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Report description:

The year 2023 did not witness significant new launches or packaging innovations in RTD tea. Slower growth in RTD tea compared to previous years is attributed to economic slowdowns and naira devaluation, resulting in heightened production costs. Despite these challenges, the company remained committed to supporting the brand through continued advertising efforts and a robust distribution network.

Euromonitor International's RTD Tea in Nigeria 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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