

RTD Tea in Norway

Market Direction | 2023-11-28 | 27 pages | Euromonitor

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Report description:

RTD tea has continued to post moderate growth in off-trade volume terms in 2023. Much of the RTD tea sold in Norway is for out of home consumption. As a result, sales have benefitted from the return of busy lifestyles in the post-pandemic period. The impulse nature of many purchases also means that the category has only been moderately affected by the resumption of cross-border trade.

Euromonitor International's RTD Tea in Norway 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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RTD TEA IN NORWAY

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Kombucha capturing the attention of Norwegians with strong health claims
Private label offering strong competition to the leading brands

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