

RTD Tea in South Africa

Market Direction | 2023-11-28 | 31 pages | Euromonitor

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Report description:

Rooibos tea continues to be a growing choice among South Africans due to its local positioning. It is also considered the more suitable option due to its pricing, antioxidant and hydrating effects. This supports the growth of rooibos tea, especially as it has witnessed the lower effects of inflation when compared to its black tea counterparts. Therefore, affordability remains a key determining factor in choice of RTD tea. A second factor is variety in flavour profile. Leading category brands, Li...

Euromonitor International's RTD Tea in South Africa 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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