

## **RTD Tea in the United Arab Emirates**

Market Direction | 2023-11-28 | 26 pages | Euromonitor

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### **Report description:**

RTD tea in the United Arab Emirates is among three categories within soft drinks demonstrating double-digit growth rates in 2023. Its success is partly being driven by its novelty factor in the local market, in line with the continuing success of RTD coffee and sports drinks. While globally, RTD tea has been available for years, it has taken time for it to be widely accepted by local consumers, who are traditionally used to hot tea.

Euromonitor International's RTD Tea in United Arab Emirates 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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