

## **RTD Tea in Ukraine**

Market Direction | 2023-12-21 | 28 pages | Euromonitor

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### **Report description:**

RTD tea suffered significant losses during 2022 as category was not a priority for either manufacturers or consumers. The supply of these products was limited, while there were out-of-stock situations seen during the high season. There is also a general lack of consumer awareness around RTD tea, with the category seeing a lack of investment in advertising and promotion negatively. This combined with economic pressures and a large section of the population fleeing the country all served to put a...

Euromonitor International's RTD Tea in Ukraine 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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May 2024

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