

## **RTD Tea in Austria**

Market Direction | 2024-11-14 | 29 pages | Euromonitor

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### **Report description:**

In Austria, RTD tea is growing in popularity with volume sales rising steadily in the off trade. Product selection has been steadily expanding with new flavours and varieties grabbing consumer attention. Wider availability of RTD tea brands in retail channels has resulted in higher impulse purchases over 2024. By comparison, current value sales remained dynamic, although the moderation in price increases dampened the pace of value growth. Players leveraged promotions to attract price sensitive c...

Euromonitor International's RTD Tea in Austria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), 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 2028 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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