

RTD Tea in Egypt

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Report description:

In 2024, the RTD tea landscape in Egypt experienced solid retail volume growth, driven by ongoing demand and heightened consumer awareness. Convenience remains the key factor propelling this expansion, as busy consumers increasingly seek on-the-go refreshment options. The category continues to gain ground by offering diverse flavours that cater to various tastes, making RTD tea a popular choice for those looking for both convenience and variety in their beverage options.

Euromonitor International's RTD Tea in Egypt 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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