

## **RTD Tea in the United Kingdom**

Market Direction | 2024-11-13 | 33 pages | Euromonitor

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### **Report description:**

Following a positive year in 2023, demand for RTD tea continues to grow in 2024. RTD tea is experiencing double-digit growth in current value sales, both in the off-trade and on-trade channels, with kombucha being the most dynamic performer overall. High value growth for RTD tea is being driven by unit price increases due to two years of high inflation. Nevertheless, demand continues to rise, as consumers are increasingly interested in cold versions of traditionally hot beverages, including both...

Euromonitor International's RTD Tea in United Kingdom 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.

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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