

## **RTD Tea in Vietnam**

Market Direction | 2024-11-12 | 29 pages | Euromonitor

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### **Report description:**

RTD tea in Vietnam is set to experience double-digit growth rates both on-trade and off-trade in both volume and current value terms in 2024. The hotter weather caused by the El Nino phenomenon is one factor which has been driving growth. In addition, there has been a significant rise in the number of inbound tourists visiting Vietnam in this year, as well a rise in travel domestically. In 2024, the Ministry of Tourism announced that Vietnam received more than 12.5 million international visitors...

Euromonitor International's RTD Tea in Vietnam 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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