

## **Tea in New Zealand**

Market Direction | 2024-11-14 | 21 pages | Euromonitor

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### **Report description:**

New Zealand has been contending with high inflation rates, surpassing 6% in recent years, prompting the Reserve Bank to raise interest rates to near-record levels. This measure, aimed at curbing inflation, has led to rising mortgage rates and rents, ultimately reducing discretionary spending among consumers. Statistics NZ data reveal a 3% decline in electronic card spending on hospitality during the first half of 2024, with several long-established restaurants, bars, and cafes closing due to det...

Euromonitor International's Tea in New Zealand 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 or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other 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 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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November 2024

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