

Tea in the Netherlands

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

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Report description:

Retail volume sales of tea continued to decline in 2024 as consumers in the Netherlands were put off by higher prices. There was a healthy increase in current value sales within the tea category, but volume sales came under pressure from strong price increases. In 2023, tea producers had already suffered from soaring costs, which became untenable for many, and led to significant increase in average unit prices. At the beginning of 2024, not all these costs had been translated into higher prices...

Euromonitor International's Tea in Netherlands 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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