

RTD Tea in Bulgaria

Market Direction | 2024-11-18 | 28 pages | Euromonitor

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Report description:

RTD tea in Bulgaria continued to enjoy strong off- and on-trade volume growth in 2024. However, the overall performance remained determined by the still format, with carbonated RTD tea and kombucha negligible at the end of the review period. Meanwhile, consumer price-sensitivity impacted RTD tea in Bulgaria towards the end of the review period. This category is popular, and it has a stable customer base, especially in summer. However, rising prices and pressure on purchasing power amid slowing b...

Euromonitor International's RTD Tea in Bulgaria 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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