

RTD Tea in Hungary

Market Direction | 2024-11-19 | 30 pages | Euromonitor

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Report description:

In 2024, off-trade volume sales of RTD tea in Hungary rebounded from declines in 2022 and especially 2023. The fast growth of unit prices in 2022-2023 slowed, but remained significant, in 2024, supported by lower inflation and the efforts of manufacturers. Players see pricing as a major tool in this competitive soft drinks category in Hungary. The general economic situation improved, helping perceived non-essential products to regain some dynamism. The high rate of inflation, which exerted stron...

Euromonitor International's RTD Tea in Hungary 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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