

**RTD Tea in Peru**

Market Direction | 2024-11-19 | 28 pages | Euromonitor

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**Report description:**

Although still a relatively small category within soft drinks in Peru, still RTD tea has seen growth in 2024, driven by the country's hot summer months. As temperatures soared, Peruvian consumers increasingly sought out alternative hydration options, with Still RTD Tea emerging as a popular choice. Leading brands such as Free Tea (Aje Group) have maintained strong market presence, benefiting from distribution across both traditional and modern retail channels. Other established brands, including...

Euromonitor International's RTD Tea in Peru 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.

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