

RTD Tea in Portugal

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

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Report description:

In 2024, the healthier versions of RTD tea, particularly Kombucha and Reduced Sugar Still RTD Tea, have seen the strongest growth in both volume and value. These beverages are gaining popularity as consumers become more health-conscious and seek products that align with their wellness goals. Kombucha offers consumers a probiotic-rich drink with digestive and immunity benefits. Although per capita consumption of Kombucha in Portugal remains relatively low compared to other RTD teas, the landscape...

Euromonitor International's RTD Tea in Portugal 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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