

RTD Tea in Norway

Market Direction | 2024-11-25 | 28 pages | Euromonitor

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Report description:

The performance of RTD tea in Norway remained weather dependent, with seasonality of consumption a major factor in the category. A cold and wet summer, which was the case for 2023 and 2024, limits the demand for these products. In addition, limited innovation or new product launches hindered interest in RTD tea at the end of the review period. However, while regular still RTD tea continued to see demand drop in both the off- and on-trade channels in 2024, the general shift towards healthier opti...

Euromonitor International's RTD Tea in Norway 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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