

RTD Tea in Turkey

Market Direction | 2024-11-25 | 29 pages | Euromonitor

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Report description:

In 2024, RTD tea in Turkey experienced much slower growth following several years of dynamic sales performance. The slower growth can be attributed to weaker consumer demand as locals reduced consumption amid further price hikes. Some consumers opted to boycott some Western brands due to the Israel-Hamas war, which also impacted volume sales. The leading brands Lipton (Pepsi-Cola International Tanitim Ltd) and Fuse Tea (Coca-Cola Icecek AS) both saw a dip in retail volume share. All marketing in...

Euromonitor International's RTD Tea in Turkey 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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