

Tea in Poland

Market Direction | 2024-11-26 | 22 pages | Euromonitor

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Report description:

In 2024, the Polish tea landscape witnessed a shift in consumer preferences, with loose black tea experiencing a decline in popularity. This traditional category is being overtaken by the rapid growth of herbal and medicinal teas as consumers increasingly seek beverages that offer health benefits. As a result, these segments have become the best performers in tea. Brands are responding to this demand by expanding their portfolios to include a wider variety of herbal and medicinal teas. One such...

Euromonitor International's Tea in Poland 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 or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other 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 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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