

Tea in the Czech Republic

Market Direction | 2024-11-25 | 22 pages | Euromonitor

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Report description:

The demand for tea in the Czech Republic continued its downward trend in 2024, influenced by high inflation and the increased cost of living. As consumers face financial strain, many are reducing non-essential purchases, and tea is often viewed as a less essential product than other beverages. This shift has led to a decrease in tea consumption.

Euromonitor International's Tea in Czech Republic 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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KEY DATA FINDINGS

2024 DEVELOPMENTS

Ongoing decline as consumers deprioritise tea in the face of rising costs
Loose black tea records marginal growth, appreciated for its cost-saving benefits
Private label gains ground as consumers focus on cost savings

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