

RTD Tea in Bolivia

Market Direction | 2024-12-11 | 25 pages | Euromonitor

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Report description:

In 2024, ready-to-drink (RTD) tea has experienced modest growth in volume, primarily driven by the economic situation in Bolivia. With a general increase in the cost of the basic consumer basket, Bolivian consumers are prioritising their spending, which has led to a preference for locally produced RTD tea brands that offer more stable and affordable pricing compared to imported alternatives. While local products benefit from this price stability, imported RTD tea brands have seen a decline in sa...

Euromonitor International's RTD Tea in Bolivia 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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