

## **RTD Tea in Bosnia and Herzegovina**

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

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### **Report description:**

In 2024, RTD tea in Bosnia and Herzegovina has continued to benefit from consumer trends prioritising convenience and increased on-the-go consumption. These shifts have helped RTD tea capture demand from those transitioning away from carbonates and juices, leveraging its perception as a healthier and more versatile option. This steady consumer demand has translated into moderate off-trade volume growth for the category. Coupled with rising product prices and the lingering effects of inflation, R...

Euromonitor International's RTD Tea in Bosnia and Herzegovina 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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