

**RTD Tea in Croatia**

Market Direction | 2024-12-11 | 26 pages | Euromonitor

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**Report description:**

RTD tea is still an emerging product area and is expected to register healthy volume growth in Croatia in 2024, partly due to its novelty factor. Sales are also highly seasonal, with sales peaking during the summer months, with demand driven by tourists and local consumers alike. Consumers are drawn to RTD teas for their variety of flavours, low-calorie options, and perceived health benefits compared with other soft drinks such as carbonates.

Euromonitor International's RTD Tea in Croatia 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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