

## **RTD Tea in Germany**

Market Direction | 2024-12-11 | 34 pages | Euromonitor

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### **Report description:**

Off-trade volume sales of RTD tea in Germany continue to decline in 2024, although overall demand remains above pre-pandemic levels. While off-trade value sales rise further, driven by another year of price increases, the category is facing challenges as it matures. This can be attributed to several factors, including heightened competition from other categories that are increasingly blurring the lines between traditional soft drinks. RTD tea faces strong competition from dynamic performers such...

Euromonitor International's RTD Tea in Germany 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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