

RTD Tea in Ireland

Market Direction | 2024-12-11 | 32 pages | Euromonitor

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Report description:

RTD tea is enjoying positive value and volume growth in both off-trade and on-trade channels in Ireland in 2024, supported by consumers' demand for healthy indulgence alongside functional products which enhance their health and wellbeing. There are various RTD tea brands which fit this profile, such as those containing natural ingredients, being low in calories and containing no sugar, which also offer functional benefits. RTD tea also offers a range of flavours to meet different tastes, as well...

Euromonitor International's RTD Tea in Ireland 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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Carbonated RTD tea and kombucha has ongoing scope for excellent growth

Lipton maintains its strong lead with no competition to speak of

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