

## **RTD Tea in Latvia**

Market Direction | 2024-12-16 | 26 pages | Euromonitor

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### **Report description:**

Volume sales are expected to fall for RTD tea in Latvia in 2024. With increasing competition from other emerging soft drinks such as RTD coffee, energy drinks and sports drinks, demand is falling for RTD tea. In addition, the product has a reputation for having a high sugar level, despite the efforts of market leader Fuze Tea to reduce sugar content. With the rising health and wellness trends impacting buying habits, such concerns continue to negatively impact sales of RTD tea.

Euromonitor International's RTD Tea in Latvia 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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