

## **RTD Tea in Switzerland**

Market Direction | 2024-12-11 | 30 pages | Euromonitor

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### **Report description:**

RTD tea recorded low single-digit volume and current value growth in 2024, almost entirely driven by still RTD tea. Swiss consumers increasingly opt for RTD tea as a healthier refreshment option than carbonates and some energy or sports drinks, as it tends to be lower in calories and sugar. Still RTD tea is considered healthier and more appealing for most people, and it continued to outperform carbonated RTD tea, which remains niche. For example, kombucha is consumed by a relatively small propor...

Euromonitor International's RTD Tea in Switzerland 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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Euromonitor International  
December 2024

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Migros and Coop prevail once again in 2024 thanks to wide product selection across the price spectrum

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