

## **Hot Drinks in Tanzania**

Market Direction | 2025-01-22 | 36 pages | Euromonitor

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### **Report description:**

Tax increases placed upward pressure on prices since 2023, but an uptick in economic activity and the ongoing expansion of the affluent urban middle-class continued to underpin sales growth, while investment in infrastructure has underpinned improvements in the distribution of hot drinks. The government has also been encouraging businesses to invest in the local market. Nonetheless, on-trade sales remain underdeveloped with most consumers preferring to consume hot drinks at home.

Euromonitor International's Hot Drinks in Tanzania report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2020-2024, 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 or pricing issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Coffee, Other Hot Drinks, 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 Hot Drinks 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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