

RTD Tea in North Macedonia

Market Direction | 2025-01-10 | 27 pages | Euromonitor

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Report description:

RTD tea has experienced significant benefits in North Macedonia in 2024 due to the continued consumer shift away from sugar-heavy carbonates and juices towards healthier options such as bottled water and RTD tea. This trend is predominantly driven by health-conscious consumers who are increasingly mindful of their sugar and carbohydrate intake, opting for beverages that align with their health goals. The premiumisation of the category has further strengthened RTD tea's performance, resulting in...

Euromonitor International's RTD Tea in North Macedonia 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, packaging or pricing issues. Forecasts to 2029 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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