

## **RTD Tea in Pakistan**

Market Direction | 2025-01-24 | 24 pages | Euromonitor

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### **Report description:**

Lipton Iced Tea Lemon from Unilever Pakistan Ltd dominates ready-to-drink (RTD) tea in Pakistan. Lipton's RTD tea products are widely available in supermarkets, hypermarkets, petromarts, and online platforms, ensuring good visibility and accessibility. The brand has successfully leveraged its global reputation for quality and taste, resonating well with Pakistani consumers who are increasingly seeking convenient and refreshing beverage options. The only other prominent brand is Fuze Tea by Coca-...

Euromonitor International's RTD Tea in Pakistan 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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