

## **RTD Tea in Serbia**

Market Direction | 2025-01-22 | 24 pages | Euromonitor

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### **Report description:**

High price increases and a decline in disposable income, resulting in greater price sensitivity, are forcing consumers to prioritise essential items in 2024. As a result, demand for RTD tea continues to be impacted in the year. Reduced sugar RTD tea is experiencing faster growth from a small base, driven by the rising demand for healthier soft drinks. On-trade sales are also seeing faster growth thanks to the recovery of the foodservice industry.

Euromonitor International's RTD Tea in Serbia 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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