

RTD Tea in South Africa

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Report description:

Albeit from a low base, off-trade volume sales of carbonate RTD tea and kombucha in South Africa continue to record solid growth in 2024, leading to further share gain and now the dominance of Happy Culture Kombucha in this space. The brand's success is being supported by the rise of health and wellness trends in South Africa, as consumers are increasing their demand for functional beverages. This places it in a strong position, as it claims to be a source of probiotics, organic acids, digestive...

Euromonitor International's RTD Tea in South Africa 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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