

RTD Tea in Belarus

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Abstracts

In 2020, RTD tea is predicted to see slowed volume growth in response to the pandemic. There are several factors that have led to this drop in demand, the first, and most significant, being the financial repercussions of the health crisis. With unemployment rates rising and purchasing powers decreasing, many Belarusians have been forced to economise. As RTD tea is regarded an unessential and rather indulgent product, consumers have been prioritising more staple items instead. Those who have stil...

Euromonitor International's RTD Tea in Belarus report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2015-2019), 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 2024 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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Consumers favour necessity instead of indulgence, leading RTD tea to see slowed growth

International manufactures lead sales, with Coca-Cola Co dominating

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GLOBAL INDUSTRY ENVIRONMENT

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