

# RTD Tea in Iran

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## Abstracts

Although per capita volume consumption of tea remained very high in Iran in 2014, consumer acceptance of RTD tea was minimal. Although Golestan Co introduced Golestan Iced tea in Iran in 2010, the response to this new product launch was not particularly positive. The unit price of Golestan Iced tea was IRR10,000 for 350ml in 2014, which is too high for many consumers. Golestan Co tried to increase awareness of this new product and to encourage consumers to try it by offering free product...

Euromonitor International's RTD Tea in Iran report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2010-2014), 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 2019 illustrate how the market is set to change.

**Product coverage:** Carbonated RTD Tea, 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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