

## RTD Tea in Germany

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The ongoing healthy lifestyle trend has only had a slight influence on RTD tea in Germany, with consumer demand for flavoured alternatives to bottled water benefiting the category. In 2017, carbonated RTD tea was the main driver of growth as smaller manufacturers introduced new variants, particularly of carbonated mate tea. However, carbonated RTD tea is expected to remain a fairly small category over the forecast period in terms of off-trade volume sales, albeit one with strong potential for gr...

Euromonitor International's RTD Tea in Germany report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2013-2017), 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 2022 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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