

RTD Tea in Germany

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RTD tea faced another challenging year in 2016, posting a further decline in both off-trade volume and current value terms. RTD tea continued to suffer from a high sugar content, with consumers increasingly looking to reduce their sugar intake as part of a healthier lifestyle. The fact that this also includes young consumers is particularly problematic as RTD tea in Germany is mostly consumed by younger generations. In addition, a study released in 2016 by a European organisation which focuses o...

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 (2012-2016), 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 2021 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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Executive Summary

Soft Drinks Records A Positive Performance in 2016, Benefiting From A Stable Economic Outlook

High-priced Specialities Enjoy Growing Demand

Coca-Cola Leads the Competitive Environment

Smoothies the Most Promising Product Area in 2016

Demographic Situation Expected To Exert A Stronger Impact

Key Trends and Developments

Germans Accept A Price Premium When Buying Soft Drinks As An Indulgence Product

Health Trend Grows Stronger in Soft Drinks

Convenient Packs and Large Bottles Grow at the Expense of Regular Formats

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