

# RTD Tea in Georgia

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## Abstracts

RTD tea managed to grow in both off-trade volume and current value terms in 2020, but this growth came at a slower rate than in previous years. The biggest factor in this slowdown was the impact of the COVID-19 pandemic on personal budgets, which limited consumers' purchasing of non-essential items. RTD tea also faces ever stronger competition from cola carbonates and energy drinks, whose brands often enjoy wider marketing coverage.

Euromonitor International's RTD Tea in Georgia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2016-2020), 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 2025 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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