

RTD Tea - Italy

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Abstracts

RTD saw significant growth in both volume and value terms in 2010, despite a fall in consumption in May of 20% compared to the previous year. Cold weather caused this decline during what is one of the most important months for the soft drinks market.

Euromonitor International's RTD Tea in Italy report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2006-2010), 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 2015 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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