

Tea in Iran

<https://marketpublishers.com/r/T1CF399A11BEN.html>

Date: January 2017

Pages: 19

Price: US\$ 990.00 (Single User License)

ID: T1CF399A11BEN

Abstracts

One of the key trends of 2016 was the rapid growth in popularity of imported tea, which made many local companies eager to import large volumes of tea from countries such as India and Kenya and package products domestically. Consumer attitudes towards tea changed significantly. Many households switched to branded packaged tea in line with increased availability of different brands on store shelves. Tea bags, once a product for affluent consumer groups, became widely available in line with the mo...

Euromonitor International's 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 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 or pricing issues. Forecasts to 2021 illustrate how the market is set to change.

Product coverage: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other 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 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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