

Hot Drinks Market in Tanzania 2021

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Abstracts

Hot beverages such as tea and coffee are frequently served at temperatures near their brewing temperature. Consumption of hot drinks help in lowering stress and reducing the prevalence of various lifestyle related diseases such as blood pressure, obesity, and stress. A study by StrategyHelix indicates that the hot drinks market in Tanzania is expected to increase by US\$ 232 million from 2021 to 2027, garnering a CAGR of 7.6% during the forecast period. Rising awareness among the young population regarding the health benefits of consuming hot drinks, changing lifestyles, increasing product availability and retail outlet are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for hot drinks. The Tanzania hot drinks market is segmented on the basis of product, and distribution channel. Based on product, the hot drinks market in Tanzania is categorized into coffee, tea, others. In Tanzania, the coffee segment made up the largest share of the hot drinks market. On the basis of distribution channel, the hot drinks market in Tanzania has been segmented into supermarkets & hypermarkets, groceries, online retailing, others. The groceries segment captured the largest share of the market in 2020.

The key players in the hot drinks market include Chai Bora Limited, Afri Tea and Coffee Blenders (1963) Ltd., Nestle S.A.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the hot drinks market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

Report Scope

Product: coffee, tea, others

Distribution channel: supermarkets & hypermarkets, groceries, online retailing, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Tanzania hot drinks market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

Contents

PART 1. INTRODUCTION

Scope of the study
Study period
Geographical scope
Research methodology

PART 2. HOT DRINKS MARKET OVERVIEW

PART 3. MARKET BREAKDOWN BY PRODUCT

Coffee
Tea
Others

PART 4. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL

Supermarkets & hypermarkets
Groceries
Online retailing
Others

PART 5. KEY COMPANIES

Chai Bora Limited
Afri Tea and Coffee Blenders (1963) Ltd.
Nestle S.A.
About StrategyHelix
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