

# RTD Tea in Thailand

January 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

RTD tea is increasingly perceived as a healthier option

New product development helps to drive demand

Rising health and wellness trend leads to increasing interest in premium unsweetened RTD tea varieties

#### PROSPECTS AND OPPORTUNITIES

Oishi and Ichitan will continue to dominate through investment in new product launches

Health and wellness trend to drive demand for kombucha

Off-trade sales of RTD tea will see greater competition from foodservice options

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