

RTD Tea in Spain

December 2023

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RTD Tea in Spain - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Innovation abounds as Fuze Tea enters RTD tea in Spain
RTD tea is a consolidated category, while private label performs well in 2023
Perception as healthy alternative to other soft drinks benefits RTD tea

PROSPECTS AND OPPORTUNITIES

Despite continued high growth rates, questions over the future of kombucha
Volume sales will remain dominated by the off-trade channel
Wide channel presence will be necessary for success

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