

RTD Tea in the Netherlands

December 2023

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RTD Tea in the Netherlands - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

RTD tea continues to profit from comparatively healthy image
Reduced sugar still RTD tea remains the largest and most dynamic category
Unilever and Coca-Cola introduce new sugar-free variants

PROSPECTS AND OPPORTUNITIES

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Carbonated RTD tea and kombucha should continue to win over new consumers
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