

RTD Tea in Saudi Arabia

November 2023

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RTD Tea in Saudi Arabia - Category analysis

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2023 DEVELOPMENTS

Lipton continues to dominate RTD tea

Almarai launches Ice Leaf

RTD tea targeted at a younger audience as e-commerce continues to see development

PROSPECTS AND OPPORTUNITIES

New product development and entrants expected in RTD tea with a strong focus on health

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Investment in e-commerce and digital marketing set to continue

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