

# **RTD Tea in Sweden**

December 2023

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# RTD Tea in Sweden - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Level of maturity hampers regular still RTD tea Health and wellness trend continues to drive kombucha appeal Pfanner Ice Tea's offer creates volume and value sales opportunities

# PROSPECTS AND OPPORTUNITIES

Shift from regular to reduced sugar and kombucha products Growing offer and local presence to boost reduced sugar still RTD tea and kombucha, respectively Private label to retain its appeal

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