



# RTD Tea in Chile

December 2023

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## RTD Tea in Chile - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Warmer climate and increasing penetration allow RTD tea to maintain growth

Kombucha remains dynamic performer as local competition increases

Flavour innovation becomes leading strategy for RTD tea brands

#### PROSPECTS AND OPPORTUNITIES

Kombucha to gain further growth momentum in double digits

Reduced sugar will be the main growth driver of still RTD tea

On-trade's penetration will grow, but remain small and confined to specialist coffee and tea shops

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