

RTD Tea in Dominican Republic

November 2023

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RTD Tea in Dominican Republic - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

RTD tea starts to recover from the impact of Lipton's exit, but high prices are an obstacle to growth

Arizona leads but it has been unable to fill Lipton's shoes due to its high prices

Imported brands dominate RTD tea with various flavours and options

PROSPECTS AND OPPORTUNITIES

RTD tea likely to remain a niche category with high prices a key obstacle to growth

Appearance of a locally manufactured RTD Tea brand with a competitive price and accessible in traditional channel is identified as a business opportunity

Powder concentrates remains an important competitor for RTD tea

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