

RTD Tea in Australia

January 2024

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RTD Tea in Australia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

RTD tea sees an impact from rising costs and the cost-of-living crisis Growth in kombucha continues to slow from historic highs Lipton continues to lead RTD tea

PROSPECTS AND OPPORTUNITIES

Health trend expected to continue to drive off-trade growth for reduced sugar still RTD tea Slower growth set to continue for carbonated RTD tea and kombucha RTD tea still offers growth opportunities, driven by flavours and healthy innovations

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