



RTD Tea in Greece

December 2023

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RTD Tea in Greece - Category analysis

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2023 DEVELOPMENTS

Impulse purchases account for the bulk of sales in RTD Tea

Delta Foods expands its Life Tsai product portfolio

PepsiCo launches Sparkling Ice Tea in Greece

PROSPECTS AND OPPORTUNITIES

Seasonality will remain high, driving sales on the RTD Tea landscape

Larger pack size is starting to grow in significance for home-consumption

Products with wellness positionings and reduced sugar will perform the best

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