

# **RTD** Tea in Kazakhstan

January 2024

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# RTD Tea in Kazakhstan - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Further double-digit growth in 2023 Reduced sugar variants still unpopular Galanz Bottlers remains the top player in RTD tea

# PROSPECTS AND OPPORTUNITIES

Population growth and flavour innovation to drive further double-digit growth RTD tea's association as being a healthier soft drink will further support sales Carbonated RTD tea will remain undeveloped

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