



RTD Tea in Chile

December 2023

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RTD Tea in Chile - Category analysis

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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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