



Euromonitor
International

RTD Tea in New Zealand

January 2026

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RTD Tea in New Zealand - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales of RTD tea return to flat volume growth, driven by carbonated RTD tea and kombucha

INDUSTRY PERFORMANCE

RTD tea benefits from health and wellness trends, albeit with competition from “better-for-you” categories

Carbonated RTD tea and kombucha meet demand for naturally positioned alternatives to carbonates

WHAT'S NEXT?

RTD teas set for modest growth, driven by carbonated formats while still tea remains niche

Matcha signals the next evolution of RTD tea, shifting growth toward café-led, wellness-driven relevance

RTD tea channel strategies to shift toward omnichannel discovery, premium signalling and digital-led trials

COMPETITIVE LANDSCAPE

Unilever benefits from long-standing presence of Lipton in still RTD tea

Smaller brands act as disruptors in RTD tea developments, supporting overall performance

CHANNELS

Supermarkets remain as the dominant distribution channel for RTD tea, thanks to mainstream visibility

Retail e-commerce continues to grow from a low base

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Soft Drinks in New Zealand - Industry Overview

EXECUTIVE SUMMARY

Volume sales see an uptick thanks to stabilising economic factors

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Health and wellness trends become the defining structural driver of soft drinks in New Zealand

Flavour innovation remains a critical driver of differentiation in soft drinks

Sustainability trends continue to rise across New Zealand's soft drinks market

WHAT'S NEXT?

An ongoing positive performance driven by an improving economy and health-led trends

Future innovations will be backed by science-led claims
Distribution will become more strategic over the forecast period

COMPETITIVE LANDSCAPE

Coca-Cola Amatil (NZ) Ltd maintains its overall company lead thanks to myriad strengths
Allpress Espresso benefits from translation café-style coffee into a RTD offer

CHANNELS

Supermarkets maintains leading distribution channel place
Warehouse clubs and retail e-commerce continue to grow
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