



RTD Tea in Ukraine

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Lack of innovation and limited price promotions hinder stronger growth in RTD tea
Limited assortment in Still RTD tea as consumers shift toward healthier alternatives
Private label rises as leader Coca-Cola and Erlan ZAT face disruptions

PROSPECTS AND OPPORTUNITIES

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Bubble tea will continue to gain ground among Generation Z consumers
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