



# RTD Tea in Chile

November 2025

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## RTD Tea in Chile - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

RTD tea continues to perform strongly in Chile amidst wellness and climate trends

#### INDUSTRY PERFORMANCE

RTD tea develops in new, healthier directions

Rise of specialist tea shops widens consumption occasions

#### WHAT'S NEXT?

Reduced sugar to gain ground on regular and still RTD tea

Kombucha to leverage a functional and healthy profile to remain on a fast upward sales trajectory

Expansion of specialist coffee and tea shops to boost product awareness and positioning

#### COMPETITIVE LANDSCAPE

Lipton enjoys wide distribution and high brand recognition

Ghali expands its presence and leverages the kombucha trend to register fast growth

#### CHANNELS

Supermarkets push RTD tea with wide ranges and price promotions

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The challenging economic situation continues to exert a strong influence on performance

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Price rises and a shift to healthier options boost total value sales growth

Pursuit of healthier lifestyles accelerates with knock-on effects for soft drinks

Climate change impacts juice in Chile

#### WHAT'S NEXT?

Economic improvements to free up consumer spending on soft drinks

Wellness and functionality to add significant value sales growth potential to soft drinks

Better for you trend to accelerate

## COMPETITIVE LANDSCAPE

Coca-Cola de Chile leverages leadership of the key category to stay ahead of the field

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