



Euromonitor
International

RTD Tea in Ireland

November 2025

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RTD Tea in Ireland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Kombucha reshapes prospects in a subdued RTD tea category

INDUSTRY PERFORMANCE

RTD tea stagnates amid unfavourable cultural preferences in 2025

Still RTD tea drives growth, though kombucha shows promise

WHAT'S NEXT?

Anticipated decline for regular RTD tea, with kombucha likely to rise

Functional kombucha as centre of innovation

Kombucha expands in impulse channels

COMPETITIVE LANDSCAPE

Unilever leads through dominance of Lipton brand

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Supermarkets dominates distribution while health hubs boost kombucha growth

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Current trends supports soft drinks with strong health positioning

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Health trends drives volume growth in soft drinks in 2025

Consumers shift towards functional options, benefiting energy and sports drinks

Demand for convenience continues, boosting RTD coffee and impulse channels

WHAT'S NEXT?

Health, convenience and innovation as key growth drivers for forecast period

Shift away from alcohol set to further boost soft drinks sales

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