



RTD Tea in the US

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Reduced sugar RTD tea gains momentum amongst health-conscious consumers
Kombucha regains volume growth thanks to innovation and flavour expansion
Major players struggle to find growth, while new ones bring fresh air to the category

PROSPECTS AND OPPORTUNITIES

Brands will focus on low sugar formulations and functional ingredients, yet they must address perceptions of sustainability to succeed
Brand extensions and hybrid products could bring growth to RTD tea
The rising caffeine levels in energy drinks and RTD coffee create a competitive challenge for RTD tea, but also opportunities

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Soft Drinks in the US - Industry Overview

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Innovation in fountain sales aims to personalise experiences

Major foodservice operator to start phasing out fountain sales

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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