



# RTD Tea in Germany

January 2026

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## RTD Tea in Germany - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Shifting consumer preferences in RTD tea

#### INDUSTRY PERFORMANCE

Mixed performances within RTD tea

Sustainability and new flavours gain traction

#### WHAT'S NEXT?

Innovation and changing consumer habits set the stage for growth

Digital and technological advances to enhance production, distribution and consumer engagement

Targeted media and marketing strategies to drive attention and growth

#### COMPETITIVE LANDSCAPE

Established leaders and innovative entrants shape the competitive landscape

DirTea relaunch adds dynamism to RTD tea

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## Soft Drinks in Germany - Industry Overview

### EXECUTIVE SUMMARY

Health and wellness, price and nostalgia are key factors in consumers' purchasing decisions

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Cost-savings without compromising on quality

Health and wellness increasingly shapes offer and demand

Changing foodservice consumption supports a demand for soft drinks

#### WHAT'S NEXT?

Sober trend to favour soft drinks consumption

Diversification to cover consumers' needs

Retail to maintain dominance despite recovery of foodservice

## COMPETITIVE LANDSCAPE

Aldi is adding premium value to diversify its offer

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