



Euromonitor  
International

# RTD Tea in Turkey

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- RTD tea growth slows due to weak demand and boycotts
- Healthier perception of RTD tea resonates with families
- Price hikes weigh on purchasing decisions

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- Moderate growth as consumers favour RTD tea over alternatives
- On-trade sales are expected to demonstrate a good performance
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