



Euromonitor
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RTD Tea in the Czech Republic

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Consumers remain loyal to their favourite brands despite price hikes
- The success of RTD tea leads new players to enter the landscape
- Kombucha attracts consumers through its alignment with health and wellness trends

PROSPECTS AND OPPORTUNITIES

- Reduced-sugar RTD tea leads growth, aligning with rising health trends
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