



Euromonitor
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RTD Tea in Spain

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- RTD tea continues to see a positive performance
- Innovation somewhat slower in 2024
- Carbonated RTD tea and kombucha maintains strong growth in 2024

PROSPECTS AND OPPORTUNITIES

- Some perspective needed over the future of kombucha
- Reduced sugar still RTD tea set to take share from regular still RTD tea
- Bubble tea is trendy, but has limited future growth prospects

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Soft Drinks in Spain - Industry Overview

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