



RTD Tea in Spain

December 2023

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RTD Tea in Spain - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Innovation abounds as Fuze Tea enters RTD tea in Spain
RTD tea is a consolidated category, while private label performs well in 2023
Perception as healthy alternative to other soft drinks benefits RTD tea

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Despite continued high growth rates, questions over the future of kombucha
Volume sales will remain dominated by the off-trade channel
Wide channel presence will be necessary for success

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