



# RTD Tea in South Africa

November 2023

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## RTD Tea in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sparkling variant of rooibos offers alternative to carbonates  
War-impacted source market restricts supply of essential sweetener  
Postponement of further sugar tax increase offers reprieve

#### PROSPECTS AND OPPORTUNITIES

Parents increasingly choose healthier options for children, favouring rooibos variants  
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