



Euromonitor
International

RTD Tea in South Africa

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Happy Culture strengthens leadership of kombucha due to expansion efforts
- Subdued growth for reduced sugar still RTD tea
- Limited competition creates opportunities for new entrants

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- Improvements to reduced sugar options expected to boost sales
- Rooibos as a base tea projected to gain traction
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Soft Drinks in South Africa - Industry Overview

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