

RTD Tea in Poland

November 2024

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RTD Tea in Poland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

The need for convenience drives demand for RTD tea in 2024
Sales benefit from a wide range of goods and strong availability
Innovation aligns with the rising demand for functional foods and beverages

PROSPECTS AND OPPORTUNITIES

Niche and functional products offer strong growth opportunities for RTD tea Discounters gain ground on the RTD tea landscape Sustainability and transparent ingredient sourcing become increasingly important

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