

Tea in Chile

November 2024

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Tea in Chile - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Tea remains dominant but continues to face steady decline in consumption Rising competition from coffee, climate change, and price hikes challenge tea Instant tea aims to exploit sweeter preferences of Chileans using latte combinations

PROSPECTS AND OPPORTUNITIES

Green tea and fruit/herbal tea to spearhead new wellness-oriented efforts Rising temperatures create opportunities for iced tea innovation in Chile Tea expected to embrace sustainability with eco-friendly practices

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