

# **RTD** Tea in Taiwan

November 2024

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# RTD Tea in Taiwan - Category analysis

### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Positive retail value and volume growth as RTD tea offers convenience to consumers Product innovation is strong as players offer diverse flavours and health benefits Lipton leverages AI to engage consumers and promote new products

### PROSPECTS AND OPPORTUNITIES

Fusions of fruit and tea are set to launch across the forecast period Sugar-free tea is a future trend as consumers manage their sugar intake Functional health benefits add value to the RTD tea landscape

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