



RTD Tea in Colombia

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Price rises and competition from flavoured bottled water limits the growth of RTD tea in 2024
- Premium brands benefiting from healthier image
- Kombucha benefits from increasing visibility but sales remain low

PROSPECTS AND OPPORTUNITIES

- Premium brands projected to see the most dynamic growth
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Soft Drinks in Colombia - Industry Overview

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