



Euromonitor
International

RTD Tea in the United Kingdom

November 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

RTD tea continues to enjoy growing popularity in the UK
At-home consumption benefits RTD tea, along with promoting the can format
Kombucha continues to expand its appeal to health-conscious consumers

PROSPECTS AND OPPORTUNITIES

RTD tea is set to continue its strong growth trajectory over the forecast period
Functionality and multipurpose drinks are expected to drive sales
Increasing move away from alcohol towards soft drinks such as kombucha

CATEGORY DATA

- Table 1 - Off-trade Sales of RTD Tea by Category: Volume 2019-2024
- Table 2 - Off-trade Sales of RTD Tea by Category: Value 2019-2024
- Table 3 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2019-2024
- Table 4 - Off-trade Sales of RTD Tea by Category: % Value Growth 2019-2024
- Table 5 - Leading Flavours for Off-trade RTD Tea: % Volume 2019-2024
- Table 6 - NBO Company Shares of Off-trade RTD Tea: % Volume 2020-2024
- Table 7 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2021-2024
- Table 8 - NBO Company Shares of Off-trade RTD Tea: % Value 2020-2024
- Table 9 - LBN Brand Shares of Off-trade RTD Tea: % Value 2021-2024
- Table 10 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2024-2029
- Table 11 - Forecast Off-trade Sales of RTD Tea by Category: Value 2024-2029
- Table 12 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2024-2029
- Table 13 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2024-2029

Soft Drinks in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
Foodservice vs retail split
What next for soft drinks?

MARKET DATA

- Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024
- Table 15 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024
- Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024
- Table 17 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024
- Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024
- Table 19 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024
- Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024
- Table 21 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024
- Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024
- Table 23 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024
- Table 24 - Off-trade Sales of Soft Drinks by Category: Value 2019-2024
- Table 25 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024
- Table 26 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024
- Table 27 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024

Table 28 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024
Table 29 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024
Table 30 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024
Table 31 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024
Table 32 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024
Table 33 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024
Table 34 - NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024
Table 35 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024
Table 36 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024
Table 37 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024
Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024
Table 39 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024
Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029
Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029
Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029
Table 43 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029
Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029
Table 45 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029
Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029
Table 47 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029
Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029
Table 49 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

APPENDIX

Fountain sales in the United Kingdom

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/rtd-tea-in-the-united-kingdom/report.