

RTD Tea in Italy

November 2024

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RTD Tea in Italy - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Static performance for RTD tea

Reduced sugar RTD tea outperforms regular RTD tea but loses share to categories with a stronger health and wellness positioning Pricing strategies impact the competitive landscape

PROSPECTS AND OPPORTUNITIES

RTD tea unlikely to see significant growth as negatives expected to balance out the positives

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Health and wellness positioning to drive growth over the forecast period

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