

RTD Tea in Ukraine

December 2024

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RTD Tea in Ukraine - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Lack of innovation and limited price promotions hinder stronger growth in RTD tea Limited assortment in Still RTD tea as consumers shift toward healthier alternatives Private label rises as leader Coca-Cola and Erlan ZAT face disruptions

PROSPECTS AND OPPORTUNITIES

There is limited growth potential for Still RTD tea across the next five years

Bubble tea will continue to gain ground among Generation Z consumers

Health and wellness benefits drive product innovation to align with consumer demands

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