



# RTD Tea in Canada

December 2023

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## RTD Tea in Canada - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

RTD Tea shows healthy performance in 2023 thanks to strong demand

Minute Maid Co Canada remains the leading player despite the growth of smaller brands

New product developments include those with functional benefits in line with the health and wellness trend

#### PROSPECTS AND OPPORTUNITIES

Kombucha will help drive growth in RTD tea in the years to come

Sustainability will re-emerge as a key focus area within the category

Sugar tax may negatively impact RTD tea sales

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