



Euromonitor  
International

# RTD Tea in Chile

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## RTD Tea in Chile - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Warmer climate and increasing penetration allow RTD tea to maintain growth

Kombucha remains dynamic performer as local competition increases

Flavour innovation becomes leading strategy for RTD tea brands

#### PROSPECTS AND OPPORTUNITIES

Kombucha to gain further growth momentum in double digits

Reduced sugar will be the main growth driver of still RTD tea

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/rtd-tea-in-chile/report](http://www.euromonitor.com/rtd-tea-in-chile/report).