



Euromonitor  
International

# RTD Tea in Chile

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Warmer climate favours RTD tea and its ability to sustain growth  
Kombucha remains dynamic performer as local competition increases  
Category remains dominated by lemon and peach flavours of RTD tea

PROSPECTS AND OPPORTUNITIES

Niche of reduced sugar still RTD tea set to further expand  
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On-trade's penetration will rise, but remain small and confined to specialist coffee and tea shops

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