

RTD Tea in the United Arab Emirates

November 2024

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RTD Tea in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rapid growth due to rising interest and greater variety of RTD tea options Reduced sugar still RTD tea sees rising demand Lipton retains leadership despite recent entry of new brands

PROSPECTS AND OPPORTUNITIES

Carbonated RTD tea and kombucha set to expand as new brands emerge Consumers will be looking for additional value and relevant claims within RTD tea Sustainable packaging will become increasingly important over forecast period

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