



RTD Tea in the United Arab Emirates

November 2023

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RTD Tea in the United Arab Emirates - Category analysis

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2023 DEVELOPMENTS

RTD tea is one of the fastest growing categories within soft drinks

Reduced sugar still RTD tea is in high demand

Lipton retains convincing leadership of RTD tea

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RTD tea to become increasingly fragmented with regional brands emerging

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More exciting flavours are expected to enter the local market

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