

RTD Tea in Finland

November 2024

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RTD Tea in Finland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Innovations focus on flavour and functional ingredients to drive volume sales
Private label gains share by offering affordable options with sophisticated flavours
Kombucha gains ground as consumers appreciate gut health support

PROSPECTS AND OPPORTUNITIES

Flavour exploration and on-the-go packaging will be key over the forecast period Domestic players highlight their local origin to engage Finnish consumers Sustainable attributes become commonplace in RTD tea products

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