



RTD Tea in Malaysia

February 2024

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RTD Tea in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fountain and on-trade volume sales continue to flourish for RTD tea
Players create brand awareness through various marketing strategies
New product developments will keep RTD tea fresh and exciting for consumers

PROSPECTS AND OPPORTUNITIES

Healthier variants set to emerge more strongly over the forecast period
Players likely to offer frequent value-based promotions
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