

# RTD Tea in Brazil

April 2025

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## RTD Tea in Brazil - Category analysis

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#### 2024 DEVELOPMENTS

RTD tea expands the number of occasions for consumers to drink tea

New launches focus on expanding distribution, and new consumption occasions

Most sales of RTD tea remain through supermarkets and hypermarkets

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New ingredients and functionalities expected to be seen in RTD tea Kombucha has growth potential, especially with rising production Mixology on the horizon for RTD tea

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