



Euromonitor
International

RTD Tea in Argentina

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

The economic recession leads to a double-digit volume decline for RTD tea sales

The strong demand for Yerba mate limits further expansion of RTD tea

RTD tea remains a niche landscape with limited brands competing

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Premium offerings have potential to drive growth over the forecast period

Products with health attributes attract new consumers over the forecast period

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