



RTD Tea in India

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth continues for RTD tea, although sales are low within overall soft drinks
Hindustan Unilever maintains its dominance despite rising competition
Although a fledgling category, carbonated RTD tea and kombucha sees exceptional growth, fuelled by health benefits

PROSPECTS AND OPPORTUNITIES

Kombucha set to see the strongest performance moving forward
Carbonated tea and kombucha likely to see changes in the competitive landscape
Increasing number of reduced sugar variants of still RTD tea expected

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Soft Drinks in India - Industry Overview

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