

# RTD Tea in Switzerland

January 2024

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# RTD Tea in Switzerland - Category analysis

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#### 2023 DEVELOPMENTS

RTD tea benefits from healthy image and return to on-the-go consumption

Mate-based varieties gain traction

Migros holds sway, thanks to competitive pricing strategy

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RTD tea still has much scope for growth

Increase in competition from other types of soft drinks

Locally sourced and functional ingredients will be key features of new product launches

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