

# **RTD** Tea in Chile

December 2023

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# RTD Tea in Chile - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Warmer climate and increasing penetration allow RTD tea to maintain growth Kombucha remains dynamic performer as local competition increases Flavour innovation becomes leading strategy for RTD tea brands

# PROSPECTS AND OPPORTUNITIES

Kombucha to gain further growth momentum in double digits Reduced sugar will be the main growth driver of still RTD tea On-trade's penetration will grow, but remain small and confined to specialist coffee and tea shops

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