

# **RTD Tea in the United Arab Emirates**

November 2023

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# RTD Tea in the United Arab Emirates - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

RTD tea is one of the fastest growing categories within soft drinks Reduced sugar still RTD tea is in high demand Lipton retains convincing leadership of RTD tea

# PROSPECTS AND OPPORTUNITIES

RTD tea to become increasingly fragmented with regional brands emerging Sustainable packaging will soon become the new norm for RTD tea More exciting flavours are expected to enter the local market

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