

# Tea in the US

December 2023

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#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Supply chain issues are impacting tea New competitive landscape could bring energy to the category Fruit/herbal tea continues to gain momentum, as consumers look for more and newer options

#### PROSPECTS AND OPPORTUNITIES

Anxiety and stress management rise as the main consumer need state Tea will continue to explore more functionalities in the future Channel shifting as consumers trade off between at-home and on-premises consumption

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