

RTD Tea in Portugal

December 2023

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RTD Tea in Portugal - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

RTD tea on the rise as reduced sugar options drive sales The interest in Kombucha rises as innovation focuses on exotic flavours Private label reinforces its leading position amidst growing inflation

PROSPECTS AND OPPORTUNITIES

RTD tea volume sales grow, boosted by reduced sugar and kombucha Private label is set to continue expanding as Mercadona and Lidl gain ground Players launch innovative flavours to stand out from competitors

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