

# RTD Tea in Kazakhstan

January 2024

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## RTD Tea in Kazakhstan - Category analysis

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Further double-digit growth in 2023

Reduced sugar variants still unpopular

Galanz Bottlers remains the top player in RTD tea

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Population growth and flavour innovation to drive further double-digit growth

RTD tea's association as being a healthier soft drink will further support sales

Carbonated RTD tea will remain undeveloped

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