

RTD Tea in France

November 2023

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RTD Tea in France - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

An unexpected change for RTD tea in 2023

Ongoing revolution in packaging - rPET is the key focus, as well as healthy recipes

Lipton's challengers rush into the breach opened by the category

PROSPECTS AND OPPORTUNITIES

Still plenty of room for growth thanks to warmer temperatures, under-developed potential, healthy image and the Olympic Games in Paris in 2024 Kombucha has not said its last word

Oasis tea, new flavours and less seasonal consumption are other factors favouring the potential of RTD tea

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