

# RTD Tea in New Zealand

December 2023

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# RTD Tea in New Zealand - Category analysis

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#### 2023 DEVELOPMENTS

Competition heats up as health and wellness preferences evolve Two players dominate carbonated RTD tea and kombucha Still RTD tea struggling to compete

# PROSPECTS AND OPPORTUNITIES

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Cost of living pressures present opportunities for development of private label kombucha

Lack of innovation could hamper growth prospects

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#### **DISCLAIMER**

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