Euromonitor International

RTD Tea in the United Kingdom

November 2025

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RTD Tea in the United Kingdom - Category analysis

KEY DATA FINDINGS

2025 PERFORMANCE

Another strong year for sales of RTD tea

INDUSTRY PERFORMANCE

RTD tea successfully meets the demand for healthy and convenient refreshment

Carbonated RTD tea and kombucha offers a healthy alternative to alcohol and sugary drinks

WHAT'S NEXT?

RTD tea set to benefit from ongoing investment in innovation

Digitalisation and social media turn matcha and bubble tea from online trends to retail powerhouses

Targeted wellness and the rise of need states in functional RTD tea

COMPETITIVE LANDSCAPE

Lipton continues to lead while innovation and new entrants reshape the RTD Tea market

Market becoming more fragmented as smaller players and private label vie for share

CHANNELS

Supermarkets and convenience stores playing a key role in sales of RTD tea

E-commerce continues to present new sales and marketing opportunities

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Soft Drinks in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

Sales of soft drinks rise in 2025 with the focus on health and affordability

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Ongoing price pressures push players to innovate to maintain demand

Health, wellness and sustainability prominent drivers of new product development

Guilt-free indulgence a key trend in 2025

WHAT'S NEXT?

New product development and innovation likely to remain key growth drivers

Players set to lean on digital technology in a rapidly evolving market
New and forthcoming regulation set to impact company strategies within soft drinks

COMPETITIVE LANDSCAPE

Coca-Cola retains a strong lead in soft drinks thanks to its broad brand portfolio
Monster Energy thriving while smaller players gain prominence in niche areas of the market

CHANNELS

Affordability remains a key issue as supermarkets and hypermarkets dominate sales
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