

RTD Tea in Italy

December 2023

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RTD Tea in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

RTD tea sales decline amid increasing competition from energy drinks

Estathé and San Benedetto maintain their leading shares

Low levels of innovation seen in RTD tea 2023, with a couple of developments of note

PROSPECTS AND OPPORTUNITIES

RTD tea set for small and steady sales over the forecast period, amid opposing trends

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