

# **RTD** Tea in Peru

December 2023

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# RTD Tea in Peru - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

The hotter year and return to normality enhance growth prospects Ajeper extends its dominance in still RTD teas Carbonated RTD tea sees concentration led by Veda

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Little variety of flavours presents an opportunity for innovation Kombucha emerges as a premium choice for athletes Promoting health benefits can elevate still RTD tea brands

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