

RTD Tea in Morocco

December 2023

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RTD Tea in Morocco - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increasing visibility aids off-trade volume growth for RTD tea Health trends and high temperatures see consumers reach for RTD tea Lipton maintains its lead, however, affordable players gain ground

PROSPECTS AND OPPORTUNITIES

Increasing product availability and rising health trends aid retail sales of RTD tea Players look to innovate through taste and flavour as local players enter The popularity of freshly brewed tea continues to challenge sales

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