



Euromonitor
International

RTD Tea in Australia

November 2025

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RTD Tea in Australia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health and interest in Asian cuisines support growth

INDUSTRY PERFORMANCE

Product innovation helping in RTD tea to reach a wider Australian consumer base

Strong rise in demand for reduced sugar options

WHAT'S NEXT?

Steady growth forecast for category with potential for further market penetration

Carbonated RTD category reaching maturity with strong competition between brands

Wider exposure through channel expansion to help promote visibility of RTD tea

COMPETITIVE LANDSCAPE

Remedy Drinks becomes a rounded functional drinks provider

Kombucha still a key product for Remedy Drinks

CHANNELS

Supermarkets leads

Umall expansion contributing to e-commerce growth

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COUNTRY REPORTS DISCLAIMER

Soft Drinks in Australia - Industry Overview

EXECUTIVE SUMMARY

Consumers looking for products with a healthier profile

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INDUSTRY PERFORMANCE

Persistent economic challenges

Functional beverages and health need states drive premium growth

Working to add value

WHAT'S NEXT?

Recovery in consumer spending to support growth

Health and wellness to be a key influence on innovation
Ongoing expansion of e-commerce

COMPETITIVE LANDSCAPE

Coca-Cola Europacific Partners remains the largest player
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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/rtd-tea-in-australia/report.