

RTD Tea in India

April 2024

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RTD Tea in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hindustan Unilever maintains its dominance of RTD tea amid rising competition Kombucha is a fledgling category fuelled by health benefits

PROSPECTS AND OPPORTUNITIES

The time is ripe for reduced variants of still RTD tea

Kombucha set to be strongest performer over forecast period

CATEGORY DATA

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