

Transformation of RTD Tea Positioning in Key European Markets

June 2021

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SCOPE OF THE REPORT

Scope

Key findings: RTD tea has successfully transformed its positioning

CATEGORY PERFORMANCE REVIEW

RTD tea brands premiumise the category around four axes

RTD tea moves from a mass-market to a more premium positioning

RTD tea set to post a 3% retail volume CAGR over 2020-2025

RTD tea will continue to grow in Western Europe over the next five years

Category transformation: Pricing strategy evolution

MAJOR TRENDS AND NPDS

Sugar reduction set to be the most influential trend in soft drinks

Brands use sugar reduction to reposition RTD tea as a healthier drink

European consumers are actively seeking natural and organic products

As a result, RTD tea brands emphasise their natural positioning

RTD tea leverages functionality to address consumer need states

Natural energy boost, botanicals and gut health attract new investment

RTD tea moves from a traditional taste profile to new fusions of flavours

Brands introduce new flavours to revamp RTD tea

KEY TAKEAWAYS

Key findings: RTD tea has successfully transformed its positioning

RTD tea brands premiumise the category around four axes

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