

## **RTD Tea in the US**

Market Direction | 2025-01-13 | 35 pages | Euromonitor

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### **Report description:**

In 2024, overall RTD tea in the US is set to see sales fall in both off-trade volume and current value terms. However, different performances are expected across categories. As consumers continue to search for healthier alternatives, off-trade volume sales of regular still RTD tea are expected to continue to be negatively impacted in 2024, as consumers perceive it as a drink with high sugar content. However, reduced sugar still RTD tea is expected to see an increasing off-trade volume performanc...

Euromonitor International's RTD Tea in USA report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2020-2024), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Carbonated RTD Tea and Kombucha, Still RTD Tea.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the RTD Tea market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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##### 2024 DEVELOPMENTS

Reduced sugar RTD tea gains momentum amongst health-conscious consumers

Kombucha regains volume growth thanks to innovation and flavour expansion

Major players struggle to find growth, while new ones bring fresh air to the category

##### PROSPECTS AND OPPORTUNITIES

Brands will focus on low sugar formulations and functional ingredients, yet they must address perceptions of sustainability to succeed

Brand extensions and hybrid products could bring growth to RTD tea

The rising caffeine levels in energy drinks and RTD coffee create a competitive challenge for RTD tea, but also opportunities

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