



Euromonitor  
International

# RTD Tea in Turkey

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## RTD Tea in Turkey - Category analysis

### KEY DATA FINDINGS

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RTD tea sales driven by company marketing investments

Reduced sugar formats increased in RTD tea

Multi-packs and larger pack formats on the rise

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On-trade channel faces strong volume growth potential

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/rtd-tea-in-turkey/report](http://www.euromonitor.com/rtd-tea-in-turkey/report).