



# RTD Tea in France

November 2023

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## RTD Tea in France - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

An unexpected change for RTD tea in 2023

Ongoing revolution in packaging – rPET is the key focus, as well as healthy recipes

Lipton's challengers rush into the breach opened by the category

#### PROSPECTS AND OPPORTUNITIES

Still plenty of room for growth thanks to warmer temperatures, under-developed potential, healthy image and the Olympic Games in Paris in 2024

Kombucha has not said its last word

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