



# RTD Tea in Austria

January 2024

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## RTD Tea in Austria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising on-the-go sales and impulse purchases drive growth for RTD tea

New products and innovative flavour offerings support value growth

Rauch Fruchtsäfte retains its leads; however, private label gains ground

#### PROSPECTS AND OPPORTUNITIES

Growth potential is high as consumers migrate to healthier drinks, such as RTD tea

Flavour and quality ingredients shape new product developments

Reduced sugar variants will remain low as consumers focus on added benefits

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