



# RTD Tea in Singapore

December 2023

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## RTD Tea in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Innovation in reduced sugar still RTD tea drives volume growth both on-trade and off-trade

Co-branding and collaborations to modernise brand image

Growing availability of East Asian RTD tea brands

#### PROSPECTS AND OPPORTUNITIES

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Opportunity for plant-based dairy RTD tea

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