



Euromonitor  
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# RTD Tea in Colombia

December 2023

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## RTD Tea in Colombia - Category analysis

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#### 2023 DEVELOPMENTS

RTD tea proves elastic in 2023

Further demand for premium still RTD tea driven by large formats and experiences

Reduced sugar still RTD tea maintains low penetration

#### PROSPECTS AND OPPORTUNITIES

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Innovation to focus on reduced-sugar and exotic-flavoured variants

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