



Euromonitor  
International

# RTD Tea in Vietnam

December 2023

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## RTD Tea in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

RTD tea continues to see healthy growth in 2023

Rising popularity of milk tea flavour while kombucha remains a new concept

Health and wellness trend supports the growth of reduced sugar RTD tea

#### PROSPECTS AND OPPORTUNITIES

RTD tea expected to continue recording strong and steady growth over the forecast period

Increasing demand for smaller pack sizes as consumers go in search of convenience and value

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