

## Tea and RTD Tea - US - September 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The vast majority of adults drink tea and many are daily tea drinkers. The complex array of tea formats, varieties, and flavors offers options that appeal to a broad spectrum of consumers. Yet category sales improved only slightly from 2017-18. Tea and RTD tea sales are expected to see modest growth."

**- Mimi Bonnett, Director - Food and Drink, Foodservice**

This report looks at the following areas:

- Tea and RTD tea growth rates stalling
- RTD tea brands struggle
- Sugar and artificial ingredients complicate the appeal of RTDs

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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