

# Tea and RTD Teas - US - August 2019

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## This report looks at the following areas:

- Brewed tea sales remain stubbornly flat
- Kombucha is hot until it's not
- Sugar concerns weigh down RTD tea

Brands can complement tea's natural health halo by developing products with strong functional benefits and that address new consumption occasions.



"The \$8.7 billion tea market continues to grow at a slow rate driven by smaller RTD brands and trendy kombucha. Though tea faces stiff competition from other beverages, and RTDs are under scrutiny due to their sugar content, tea is well suited to address the needs of today's consumers."

- Caleb Bryant, Senior Beverage Analyst

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