



# RTD Tea in Australia

November 2025

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## RTD Tea in Australia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Health and interest in Asian cuisines support growth

#### INDUSTRY PERFORMANCE

Product innovation helping in RTD tea to reach a wider Australian consumer base

Strong rise in demand for reduced sugar options

#### WHAT'S NEXT?

Steady growth forecast for category with potential for further market penetration

Carbonated RTD category reaching maturity with strong competition between brands

Wider exposure through channel expansion to help promote visibility of RTD tea

#### COMPETITIVE LANDSCAPE

Remedy Drinks becomes a rounded functional drinks provider

Kombucha still a key product for Remedy Drinks

#### CHANNELS

Supermarkets leads

Umall expansion contributing to e-commerce growth

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#### COUNTRY REPORTS DISCLAIMER

## Soft Drinks in Australia - Industry Overview

### EXECUTIVE SUMMARY

Consumers looking for products with a healthier profile

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Persistent economic challenges

Functional beverages and health need states drive premium growth

Working to add value

#### WHAT'S NEXT?

Recovery in consumer spending to support growth

Health and wellness to be a key influence on innovation  
Ongoing expansion of e-commerce

## COMPETITIVE LANDSCAPE

Coca-Cola Europacific Partners remains the largest player  
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