

FIVE
REASONS
WHY



TEA DRINKS

1 **RTD TEA
DRINKS**
ARE THE

**3RD
BIGGEST
CATEGORY**

IN NON-ALC BEVS

GLOBAL – EXCL. PACKAGED WATER
SOURCE: GLOBAL DATA

2 PROFIT FROM A
**GROWING
CATEGORY**

 ABOUT
+20%
RTD TEA DRINKS
GLOBAL TILL 2029

SOURCE: GLOBAL DATA
BASED ON 2024

3 THE TERM TEA
ATTRACTS
CONSUMERS
SEEKING
**BETTER
FOR ME**
BEVERAGES

4 CONSUMERS
TRUST THE
**NATURAL
POWER**
OF BOTANICALS

5 CONSUMERS
EMBRACE
RTD TEA DRINKS
AS AN
**ALTERNATIVE
TO** SUGARY
NON-NUTRITIVE
SOFT DRINKS

esarom
YOUR
PARTNER
IN TASTE.

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