

Tea in Hong Kong, China

Market Direction | 2022-12-16 | 22 pages | Euromonitor

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Report description:

The pandemic has resulted in increasing health and wellness awareness amongst local citizens, which has encouraged greater uptake of tea for home consumption, in particular fruit/herbal tea and green tea. The number of products within fruit/herbal tea is continuously expanding in premium supermarkets such as Marketplace and Taste, encouraging new players to enter the category. Local consumers now have access to greater information concerning the importance of health and wellness from various sou...

Euromonitor International's Tea in Hong Kong, China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other Tea.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Tea market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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