

Tea in Hong Kong, China

Market Direction | 2023-12-20 | 24 pages | Euromonitor

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Report description:

Despite the traditional nature of tea, it is continuing to constantly evolve to maintain consumer demands. Tea Chateau's unconventional tea capsules have been well-received, with the brand launching new flavours throughout the year. In addition to marketing its functional benefits, the brand also offered a free pod tea machine to consumers with their first purchase of a specified amount. The brand presents an accessible option for local consumers as a new method to brew tea with the convenience...

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 2018-2022, 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 2027 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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