

Tea in China

Market Direction | 2024-03-26 | 21 pages | Euromonitor

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Report description:

Tea is set to register mid single-digit retail current value growth in China in 2023, along with slower retail volume growth, with foodservice volumes also expected to continue to rebound. Actual retail value growth is mainly attributable to black tea and other tea, which includes common types of tea commonly consumed by Chinese consumers, including oolong tea and pu'er. One of the key drivers of growth for the fastest growing tea categories (fruit/herbal tea, black tea, and other tea) is the he...

Euromonitor International's Tea in 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 2019-2023, 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 2028 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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Euromonitor International
March 2024

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TEA IN CHINA

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Fruit/herbal tea presents growth through new flavour launches

Innovative packaging and marketing to differentiate and attract younger consumers

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Premium black tea likely to continue to increase in popularity

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