

Global Ready-To-Drink (RTD) Tea Market Report and Forecast 2024-2032

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Report description:

Global Ready-To-Drink (RTD) Tea Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the global ready-to-drink (RTD) tea market size reached a value of USD 34.07 billion in 2023. Aided by the growing awareness regarding the health benefits of RTD tea, the market is projected to further grow at a CAGR of 5.8% between 2024 and 2032 to reach a value of USD 57.01 billion by 2032.

RTD tea is a pre-packaged, ready-to-consume tea beverage that requires no additional preparation. It is available in various flavours and types, including black, green, white, and herbal teas. Known for its health benefits, such as antioxidants and anti-inflammatory properties, RTD tea is a popular choice among health-conscious consumers. The convenience and accessibility of RTD tea make it a preferred beverage for on-the-go consumption, significantly driving its market growth.

The increasing consumer preference for healthy and convenient beverages is a major driver of the global ready-to-drink (RTD) tea market growth. With the rising awareness of the health benefits associated with tea consumption, there has been a significant shift towards RTD tea products. Consumers are increasingly opting for RTD tea as a healthier alternative to sugary soft drinks and carbonated beverages. Additionally, the growing trend of healthy lifestyles and fitness has further contributed to the increasing popularity of RTD tea, as it is perceived as a low-calorie and refreshing beverage.

The expanding applications of RTD tea in various regions also play a significant role in propelling the RTD tea market. In North America and Europe, the increasing demand for organic and natural RTD tea products is driving market growth. The availability of a wide range of flavours and formulations, including unsweetened and low-sugar options, caters to diverse consumer preferences. Moreover, the rising trend of functional beverages, which offer additional health benefits such as energy-boosting and stress-relief properties, is further augmenting the demand for RTD tea.

In the Asia-Pacific region, the traditional consumption of tea, coupled with the increasing urbanization and changing lifestyles, is driving the growth of the market. Countries such as China, Japan, and India, with their long-standing tea-drinking cultures, are witnessing a surge in demand for convenient and ready-to-consume tea products. The increasing disposable incomes and the growing influence of Western lifestyles are also contributing to the ready-to-drink (RTD) tea market expansion in this region.

The global market is also benefiting from the increasing investments in product innovation and marketing by key market players. Companies are focusing on introducing new flavours and formulations, such as herbal and fruit-infused teas, to attract a broader

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consumer base. The use of innovative packaging solutions, such as eco-friendly and sustainable packaging materials, is also gaining traction, driven by the growing consumer awareness of environmental issues.

Moreover, the rising popularity of e-commerce platforms and online retail channels is providing a significant boost to the global ready-to-drink (RTD) tea market share. The convenience of online shopping, coupled with the availability of a wide range of products and attractive discounts, is driving the demand for RTD tea. The increasing penetration of smartphones and the internet, particularly in emerging economies, is further augmenting the market growth.

As per the global ready-to-drink (RTD) tea market analysis, the growing awareness of the health benefits associated with tea consumption is driving the global RTD tea market. Consumers are increasingly opting for RTD tea as a healthier alternative to sugary soft drinks and carbonated beverages, propelling the market growth. The convenience and accessibility of RTD tea make it a preferred beverage for on-the-go consumption. The availability of various flavours and formulations caters to diverse consumer preferences, further driving the market growth. The increasing investments in product innovation and marketing by key market players are propelling the RTD tea market. Companies are introducing new flavours and formulations, such as herbal and fruit-infused teas, to attract a broader consumer base.

Market Segmentation

The market can be divided based on category, type, distribution channel and region.

Market Breakup by Category

- Organic
- Conventional

Market Breakup by Type

- Herbal
- Green Tea
- Black Tea
- Others

Market Breakup by Distribution Channel

- Supermarkets and Hypermarkets
- Speciality Stores
- Online Stores
- Others

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global ready-to-drink (RTD) tea market. Some of the major players explored in the report by Expert Market Research are as follows:

- Danone S.A.
- Nestle S.A.
- Starbucks Corporation
- PepsiCo, Inc.
- Keurig Dr Pepper Inc
- The Coca-Cola Company
- Harney & Sons Fine Teas
- Snapple Beverage Corp
- Unilever PLC

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- [] The Republic of Tea

- [] Others

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20. Global Ready-to-drink (RTD) Tea Market Structure

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