

RTD Tea in China

Market Direction | 2024-11-11 | 35 pages | Euromonitor

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Report description:

As consumers in China are increasingly pursuing healthier lifestyles, the demand for sugar-free and reduced sugar RTD tea has been rising, making these products key growth drivers in the overall category. In 2024, the off-trade volume and current value growth rates of reduced sugar still RTD tea in China are therefore expected to reach the high double digits, while the growth rates of regular still RTD tea are projected to remain in the low single digits. This ongoing trend has prompted major br...

Euromonitor International's RTD 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, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Carbonated RTD Tea and Kombucha, Still RTD 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 RTD 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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