

Tea in China

Market Direction | 2024-11-13 | 22 pages | Euromonitor

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Report description:

In 2024, tea in China is set to experience modest retail current value growth, with volume growth also positive but low. Due to the consumer environment and challenges in spring tea sales, sales of domestic loose leaf tea have been disappointing, with the market entering a phase of strong competition. Most tea companies are under pressure, and black, green, and instant tea are expected to see retail current value declines in 2023, while only other tea and fruit/herbal tea are expected to continu...

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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Tea brands will continue to promote tea culture tourism, driving innovation in tea

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