

## **Tea in Hong Kong, China**

Market Direction | 2024-11-12 | 23 pages | Euromonitor

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### **Report description:**

Tea in Hong Kong is a mature category with a long, rich history, and therefore brands must continuously innovate to capture consumer interest in this highly competitive landscape. While demand for tea remains stable, players are employing various strategies to attract customers and differentiate themselves. Tea has entered an era of premiumisation, driven by new product developments that cater for evolving consumer preferences. Lipton, one of the leading tea brands in the local market, has expanded...

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 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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## Table of Contents:

Tea in Hong Kong, China  
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### List Of Contents And Tables

#### TEA IN HONG KONG, CHINA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Flavour and product innovation thrive in highly competitive landscape

Novel formats generate interest to further drive growth

Functional teas generate consumer interest amid health and wellness trends

##### PROSPECTS AND OPPORTUNITIES

Smaller packaging sizes or "shrinkflation" on the rise

Specific benefits of tea offer value growth potential over forecast period

Brands attempt to revamp image of instant tea in Hong Kong

##### CATEGORY DATA

Table 1 Retail Sales of Tea by Category: Volume 2019-2024

Table 2 Retail Sales of Tea by Category: Value 2019-2024

Table 3 Retail Sales of Tea by Category: % Volume Growth 2019-2024

Table 4 Retail Sales of Tea by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Tea: % Retail Value 2020-2024

Table 6 LBN Brand Shares of Tea: % Retail Value 2021-2024

Table 7 Forecast Retail Sales of Tea by Category: Volume 2024-2029

Table 8 Forecast Retail Sales of Tea by Category: Value 2024-2029

Table 9 Forecast Retail Sales of Tea by Category: % Volume Growth 2024-2029

Table 10 □Forecast Retail Sales of Tea by Category: % Value Growth 2024-2029

#### HOT DRINKS IN HONG KONG, CHINA

##### EXECUTIVE SUMMARY

Hot drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

##### MARKET DATA

Table 11 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2019-2024

Table 12 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2019-2024

Table 13 Retail Sales of Hot Drinks by Category: Volume 2019-2024

Table 14 Retail Sales of Hot Drinks by Category: Value 2019-2024

Table 15 Retail Sales of Hot Drinks by Category: % Volume Growth 2019-2024

Table 16 Retail Sales of Hot Drinks by Category: % Value Growth 2019-2024

Table 17 Foodservice Sales of Hot Drinks by Category: Volume 2019-2024

Table 18 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2019-2024

Table 19 Total Sales of Hot Drinks by Category: Total Volume 2019-2024

Table 20 □Total Sales of Hot Drinks by Category: % Total Volume Growth 2019-2024

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Table 21	☐NBO Company Shares of Hot Drinks: % Retail Value 2020-2024
Table 22	☐LBN Brand Shares of Hot Drinks: % Retail Value 2021-2024
Table 23	☐Penetration of Private Label in Hot Drinks by Category: % Retail Value 2019-2024
Table 24	☐Retail Distribution of Hot Drinks by Format: % Volume 2019-2024
Table 25	☐Retail Distribution of Hot Drinks by Format and Category: % Volume 2024
Table 26	☐Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2024-2029
Table 27	☐Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2024-2029
Table 28	☐Forecast Retail Sales of Hot Drinks by Category: Volume 2024-2029
Table 29	☐Forecast Retail Sales of Hot Drinks by Category: Value 2024-2029
Table 30	☐Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2024-2029
Table 31	☐Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2024-2029
Table 32	☐Forecast Foodservice Sales of Hot Drinks by Category: Volume 2024-2029
Table 33	☐Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2024-2029
Table 34	☐Forecast Total Sales of Hot Drinks by Category: Total Volume 2024-2029
Table 35	☐Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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