

Tea and RTD Teas - US - July 2013

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"The rise in tea's popularity in the U.S. has opened the market for manufacturers to emphasize the natural taste of tea, range of tea types, and various preparation options. Through education, manufacturers have the potential to elevate tea to the level of other premium beverages, such as coffee, that are respected for their growing region, production method, and preparation types."

— Jennifer Zegler, Beverage Analyst

In this report we answer the key questions:

- How can tea break from tradition and appeal to new day-parts?
- Green tea envy: Is there a way for other teas to appeal to Millennials?
- How can the struggling tea mix segment be revived?

Consumers' increasing attention on health and wellness has boosted tea sales. The refrigerated ready-to-drink tea segment as well as sales of bagged, loose leaf, and single-cup tea have risen rapidly because these segments generally contain fewer sweeteners than the dominant canned or bottled RTD segment. Overall, tea is on a growth path of annual increases through 2018, according to Mintel data.

The increasing adoption of tea should be considered an opportunity for manufacturers to introduce consumers to new taste profiles and various varieties of tea. Marketing should focus on the wide range of day-parts, occasions, and locations in which consumers could enjoy tea. By presenting tea as a universal (and healthy) beverage, tea and RTD tea stands to benefit from all-day consumption without asking consumers to sacrifice their seemingly insatiable thirst for variety.

This report builds on the analysis presented in *Mintel's Tea and RTD Tea—U.S., July 2012* and the same report title from May 2010, May 2009, May 2007, and May 2005, as well as *Mintel's Non-Alcoholic Beverages: The Market—U.S., April 2011* and *Non-Alcoholic Beverages: The Consumer—U.S., May 2011*. Complementary analysis of tea in restaurants and other foodservice accounts is provided in *Mintel's Non-Alcoholic Beverages at Restaurants—U.S., May 2013*.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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