

Tea & RTD Tea - US - July 2015

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"The tea and RTD (ready-to-drink) tea category has experienced stellar growth in recent years, the result of growing interest in health and wellness and greater availability in both bagged/loose leaf and RTD teas."

Elizabeth Sisel, Beverage Analyst

This report looks at the following areas:

- Fragmented market challenges brand loyalty
- Future for single-cup teas?
- Coffee still holds upper hand

For the purposes of this report, Mintel has used the following definitions: Bagged/loose leaf teas include any form of dried tea leaves sold at retail, including but not limited to those measured in bags or pods from any material source and in any size, loose leaf, and/or powdered. Canned/bottled teas are shelf stable RTD teas that are typically single-serve. Refrigerated teas are RTD teas that require refrigeration after bottling, typically sold in multiserving sizes.

This report divides the market into four segments:

- Canned/bottled RTD tea
- Refrigerated tea, which includes kombucha
- Bagged/loose leaf tea, which includes powdered
- Single-cup tea

The market size in this report differs from Tea and RTD Tea – US, July 2014:

- Instant tea is now excluded, covered in Non-Alcoholic Water Enhancers – US, March 2015.
- The single-cup tea segment is separated from the bagged/loose leaf tea segment.

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DID YOU KNOW?

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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- Matcha
- Sparkling tea
- Unique brews
- New blends
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