

Tea Infusions and Tea Drinks - China - April 2017

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“The rising health awareness of consumers in China has driven consumption increase in tea infusions and RTD tea drinks markets. As in the current market, tea infusions have been consumed more via in-home occasions whereas RTD tea drinks have been drunk more in out-of-home occasions, future development and growth may depend on exploring more consumption occasions.”

– Lei Li, Research Analyst

This report looks at the following areas:

- How can RTD tea drinks highlight “authenticity” and boost consumption frequency?
- RTD tea drinks need to offer what freshly brewed tea cannot
- How can tea infusions increase consumption frequency amongst females?

China’s tea infusions retail value market is currently seeing stable growth, thanks to a tea drinking culture that maintains a solid tea drinker base and a high consumption frequency. The highly praised premium Chinese teas have also ensured the value consumption. The challenge of the market is to lure more young consumers towards loose tea leaves that were typically perceived as a hot beverage for the older generation.

China’s RTD (Ready to Drink) tea drinks retail value market has seen an overall upward trend in past five years. However, the speed of growth has reduced due to the slowing economy, market saturation and intensified competition in the wider soft-drink market. Due to the likely continued premiumisation trend, the retail sales of tea drinks by value is likely to remain at the current speed of growth in the next five years. Future growth will depend on consumption occasions expansion, particularly in-home occasions.

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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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