

# Ready-to-drink Tea - China - May 2019

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## This report looks at the following areas:

To preserve the market growth, brands and companies could look to branding which could allow consumers to better understand the premium cues of freshness, pureness, functional benefits, overall wellbeing and more. Further, premium brewing techniques and quality ingredients could be accentuated through advanced storage and supply chain technologies, recognised by consumers from more regions and city tiers.

- Prioritise 'freshness' to effectively communicate premium quality
- Re-imagine more goal-driven consumption occasions
- New business opportunities arise from ancient wisdom



"The RTD tea beverage market in China is experiencing stagnant market growth due to the hurdle of keeping consumers always excited as competition in the overall drinks category is fiercer than ever."

– Wenxin Xu, Senior Research Analyst

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