

## Tea Drinks - China - July 2015

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“The decline in demand for flavoured iced tea reflects the fact that consumers are moving away from products based on flavour-driven product innovation. This gives RTD tea brands the hope to expand their user base by tapping into other soft drink markets using category blurring strategies.”

– David Zhang, Senior Drink Analyst

### This report looks at the following areas:

- How to attract the hard-to-capture young consumers?
- How to target female drinkers using occasion- and location-based strategies?
- How to tap into the premium segment?

This market covers packaged black, green and other RTD tea drinks including herbal tea, milk tea and others such as oolong tea and jasmine tea. The market comprises liquid sales of products only.

It excludes teas which require the addition of water, such as freshly brewed tea. Market size is based on sales through all retail channels (off-trade) and non-retail sales (hotel, restaurant and catering, or HoReCa, also known as the on-trade).

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### DID YOU KNOW?

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