

Tea Drinks (Incl Impact of COVID-19) - China - June 2020

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“The growth rate of the RTD tea drinks market has slowed in recent years under pressure from other drinks categories (such as RTD coffee), however the market has kept expanding at a steady pace.”

– **Wenxin Xu, Senior Analyst, 30 June 2020**

This report looks at the following areas:

Premium teabags characterised by whole tea leaves, added functional herbs or botanicals have become attractive to female users and high income demographics, enabling future market growth in this segment. In response to consumers’ growing demand for fresh, nutritional, and convenient tea drinking experiences after the COVID-19 outbreak, Mintel predicts we will see an increase in launches with more functional claims, clean label, and products using premium processing or preservation methods to help the category respond to the demand for nutrition and move on from the short term disruption.

- **The impact of COVID-19 on consumer behaviour and the tea drinks market**
- **What consumers are looking for in the post-COVID-19 market**
- **The value of individual segments in 2019**
- **Launch activity and consumers’ interest in innovation**
- **Opportunities in tea’s functional benefits**

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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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