

# Tea and RTD Tea - US - 2023

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## This report looks at the following areas:

- Market size, segmentation and key trends driving growth in the Tea and RTD market
- Tea and RTD tea consumption types and purchase formats
- Important tea and RTD tea attributes
- Attitudes and behaviors related to tea and RTD tea consumption and innovation
- Indicators of quality for tea and RTD tea

Although there have been ups and downs in the past three years, and volume declines, the category could be primed for a “renaissance” in a very competitive non-alcoholic drink market. Growth in 2021-22 was deceiving: volume sales in the category struggled to stay positive until 2023 driven mainly by uncharacteristically strong performance in the instant mix segment.

Keeping in step with shifts unfolding in the US packaged coffee market, the draw of refreshment beverages in cold or iced form especially among younger adults are likely catalysts of segment performance, especially in the instant tea segment that can be leveraged across the category.

Gen Z and Millennials are the key to reshaping the future of tea culture, making teas of any type part of regular beverage routines. Younger adults are already engaged with teas and functionality – yet there is room to grow through new and layered functionality, flavors and DIY inspiration that help to build new tastes, consumption frequency and leverage already ingrained tea habits further to more occasions.



"Tea is naturally among the “original” functional drinks, yet flies a bit under the radar in the broader beverage landscape that is teeming with functional offerings."

**- Mimi Bonnett, Senior Director – US Food and Drink**

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## Table of Contents

### OVERVIEW

- What you need to know
- This Report looks at the following areas
- Definition
- Market context

### EXECUTIVE SUMMARY

- Top Takeaways
- Consumer trends
- It's time to narrow the gap between hot and iced  
Figure 1: Tea formats consumed– any drink, 2023
- Young adults want more than just a cup of tea  
Figure 2: Functional Benefit experience, by generation, 2023
- Balance of new and familiar  
Figure 3: Important attributes – any rank, 2023
- Competitive strategies
- Extending tea time into happy hour, and beyond  
Figure 4: Tazo Tea recipes, 2023
- Market predictions
- Return to sluggish growth following wild ride  
Figure 5: Total US sales and fan chart forecast of tea and RTD tea market, at current prices, 2018–28  
Figure 6: Total US retail sales and forecast of tea and RTD tea, at current prices, 2018–28  
Figure 7: Tea and RTD tea category outlook, 2023–28
- Opportunities
- Take back the functional market though street cred
- Embrace the power of routines

### MARKET SIZE AND FORECAST

- Tea maintains 2020 bump, returns to slower growth through 2028  
Figure 8: Total US sales and fan chart forecast of tea and RTD tea market, at current prices, 2018–28  
Figure 9: Total US retail sales and forecast of tea and RTD tea, at current prices, 2018–28

### SEGMENT PERFORMANCE

- Instant teas having their moment  
Figure 10: Total US retail sales and forecast of tea and RTD tea, by segment, at current prices, 2018 and 2023

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Executive Summary

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### MARKET DRIVERS

- **Next generation tea drinkers are thirsty for function, flavor**  
Figure 11: US Population by generation, 2018–28
- **Global trade, climate change make tea market vulnerable**
- **Economic rollercoaster reshapes tea behaviors**  
Figure 12: U.S. Consumer Confidence, January 2007–June 2023

### KEY PLAYERS

- **Sales of Tea and RTD tea by company**  
Figure 13: Multi-outlet sales of tea and RTD tea, by leading companies, rolling 52 weeks 2022 and 2023
- **Private label brewed teas outpace leading brands**  
Figure 14: Multi-outlet sales of bagged, loose leaf, single cup tea, by leading companies and brands, rolling 52 weeks 2022 and 2023
- **RTD teas can step up the innovation**  
Figure 15: Multi-outlet sales of RTD & refrigerated tea, by leading companies and brands, rolling 52 weeks 2022 and 2023
- **More than affordability bolsters instant tea mixes**  
Figure 16: Multi-outlet sales of instant tea mixes, by leading companies and brands, rolling 52 weeks 2022 and 2023

### COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- **Brands lean deeper into selfcare routines**  
Figure 17: Tea with added functional benefits, 2022–23
- **Brands focus on sustainability**  
Figure 18: Numi Organic Chamomile Lemon Herbal Tea
- **Shake up tea routines and convention**
- **Bringing tea into social and lifestyle activities: the adult beverage experience**
- **It's DIY time for teas**

### THE TEA AND RTD TEA CONSUMER – FAST FACTS

#### TEA FORMATS AND VARIETY CONSUMED

- **Create throughlines on the tea spectrum with function, flavor**  
Figure 19: Tea formats consumed, 2023
- **Contemporary drinkers want more than grandmother's cup of tea**  
Figure 20: Tea formats consumed– net, any drink, by generation, 2023

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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Report Price: £3695 | \$4995 | €4400

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- **Why should coffee have all the fun with specialty bevs and flavor?**

Figure 21: Tea Variety consumed, 2023

### FUNCTIONAL BENEFIT EXPERIENCE

- **Take to social to win function seekers**

Figure 22: Functional Benefit experience, 2023

- **Make functional believers out of Gen X +**

Figure 23: Functional Benefit experience, by generation, 2023

### IMPORTANT ATTRIBUTES

- **Flavor, taste are gateways to trial**

Figure 24: Important attributes – any rank, 2023

- **It's about more than the tea for young adults**

Figure 25: Important attributes – any rank, 2023

### QUALITY INDICATORS

Figure 26: Quality indicators: brewed tea, 2023

- **Sweetness can or break RTD quality perceptions**

Figure 27: Quality indicators: RTD, 2023

Figure 28: Quality indicators: RTD Tea, by Generation, 2023

### ATTITUDES TOWARD TEA AND RTD TEA

- **The joy of routine: teas wellness links provide springboard for innovation**

Figure 29: Attitudes toward tea and RTD tea, 2023

- **Facilitate experimental aspirations for younger adults**

Figure 30: Select attitudes toward tea and RTD tea – Any agree, by age, 2023

### APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Sales data
- Forecast
- Consumer survey data
- Abbreviations and terms
- Abbreviations
- Terms

### APPENDIX – THE MARKET

Figure 31: Total US retail sales and forecast of tea and RTD tea, at inflation-adjusted prices, 2018–28

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 32: Total US retail sales and forecast of tea and RTD tea, by segment, at current prices, 2018-23

Figure 33: Total US retail sales of bagged, loose leaf, single cup tea, at current prices, 2018-23

Figure 34: Value, average price and volume of multi-outlet bagged, loose leaf, single cup tea sales, 2018-22

Figure 35: Total US retail sales and forecast of RTD & refrigerated tea, at current prices, 2018-23

Figure 36: Value, average price and volume of multi-outlet RTD & refrigerated tea sales, 2018-22

Figure 37: Total US retail sales and forecast of instant tea mixes, at current prices, 2018-23

Figure 38: Value, average price and volume of multi-outlet instant tea mixes sales, 2018-22

Figure 39: Total US retail sales of tea and RTD tea, by channel, at current prices, 2018-23

Figure 40: Total US retail sales of tea and RTD tea, by channel, at current prices, 2021 and 2023

### APPENDIX – COMPANIES AND BRANDS

Figure 41: Multi-outlet sales of instant tea mixes, by leading companies and brands, rolling 52 weeks 2022 and 2023

### APPENDIX – THE CONSUMER

Figure 42: Tea formats consumed– most often drink – trended, 2021-23

Figure 43: Tea formats consumed – also drink – trended, 2021-23

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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