

RTD Tea Drinks - China - April 2012

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"China's RTD tea market experienced strong double-digit annual growth from 2006-11 with a noticeable slowdown in 2011 due to a combination of factors including unfavourable weather, food safety issues such as the plasticiser incident and high input costs. However, compared to Japan and Taiwan, the two leading RTD tea markets with a per capita consumption of over 40 litres per person, China's per capita consumption of RTD tea is still low at 11.5 litres per person, which shows further growth in the market."

– Tan Heng Hong – Senior Research Analyst

In this report we answer the key questions:

- Are there prospects for foreign RTD tea given the domination of local RTD tea in the market?
- What types of functional RTD tea drinks will appeal to consumers?
- Where are the opportunities in the "on the go" market?
- How can RTD tea's dependence on summer sales be reduced?

This market covers packaged black, green and other RTD tea drinks. Other RTD tea drinks include herbal tea, milk tea and other tea such as oolong tea and jasmine tea. The market comprises liquid sales of products only. It excludes teas which require the addition of water. 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).

Report Structure

The report is split into four sections and an Appendix. The Appendix has the full market size, segmentation, share data, all consumer data tables (including demographics), brand and company product data, all Global New Product Database (GNPD) used in the report, macroeconomic and country data. The five sections tackle the major issues that are challenging and impacting the market, and assess how the market will evolve over the next five years.

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