



# Tea and RTD Tea: Incl Impact of COVID-19 - US - August 2020

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## This report looks at the following areas:

- The immediate and longer-term impact of COVID-19 on consumer behavior and the tea market.
- The impact of a recession on the tea category
- Use of tea by form, type and occasion
- Consumer consumption of and attitudes about tea

The tea market divides among several lines. Brewed forms serve consumers in the at-home occasion and products jostle with an array of health and wellness benefits, while RTD forms are used nearly as predominantly away from home and are valued mostly for their refreshment. Moreover, tea is valued for dichotomous reasons – both for its ability to calm and relax and for its ability to bring a boost of energy. COVID-19 has changed consumer patterns in ways that boosted sales of all types of tea, especially the brewed forms. By bringing tea’s associations with health, immunity and stress-relief to the fore, the pandemic gives tea the potential to hold most of these sales gains achieved in 2020 with products and messaging that clarify for consumers its benefits for both physical and mental wellbeing.



“Tea in all its forms has been given a boost by COVID-19 and the changes it has brought to the routines of work and shopping. With natural and inherent properties that convey a plethora of health benefits, like immunity and relaxation, tea’s profile will rise during the pandemic.”

- Eric Wenner, Associate Director, Food and Drink

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