



# Tea in China

March 2024

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## Tea in China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Moderate growth, driven by evolving tea drinking culture and health and wellness  
Fruit/herbal tea presents growth through new flavour launches  
Innovative packaging and marketing to differentiate and attract younger consumers

#### PROSPECTS AND OPPORTUNITIES

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Premium black tea likely to continue to increase in popularity  
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