



RTD Tea in Hong Kong, China

November 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Reduced sugar generates consumer interest in competitive landscape
- Carbonated RTD tea and kombucha remains dynamic performer
- On-trade players diversify revenue into RTD sales

PROSPECTS AND OPPORTUNITIES

- Resurgence for traditional classics due to nostalgia trend
- Functional labelling of health benefits to drive sales
- RTD milk tea to gain greater traction

CATEGORY DATA

- Table 1 - Off-trade Sales of RTD Tea by Category: Volume 2019-2024
- Table 2 - Off-trade Sales of RTD Tea by Category: Value 2019-2024
- Table 3 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2019-2024
- Table 4 - Off-trade Sales of RTD Tea by Category: % Value Growth 2019-2024
- Table 5 - Leading Flavours for Off-trade RTD Tea: % Volume 2019-2024
- Table 6 - NBO Company Shares of Off-trade RTD Tea: % Volume 2020-2024
- Table 7 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2021-2024
- Table 8 - NBO Company Shares of Off-trade RTD Tea: % Value 2020-2024
- Table 9 - LBN Brand Shares of Off-trade RTD Tea: % Value 2021-2024
- Table 10 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2024-2029
- Table 11 - Forecast Off-trade Sales of RTD Tea by Category: Value 2024-2029
- Table 12 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2024-2029
- Table 13 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2024-2029

Soft Drinks in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

- Soft drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retailing developments
- Foodservice vs retail split
- What next for soft drinks?

MARKET DATA

- Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024
- Table 15 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024
- Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024
- Table 17 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024
- Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024
- Table 19 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024
- Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024
- Table 21 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024
- Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024
- Table 23 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024
- Table 24 - Off-trade Sales of Soft Drinks by Category: Value 2019-2024
- Table 25 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024
- Table 26 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024
- Table 27 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024

| |
|--|
| Table 28 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024 |
| Table 29 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024 |
| Table 30 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024 |
| Table 31 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024 |
| Table 32 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024 |
| Table 33 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024 |
| Table 34 - NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024 |
| Table 35 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024 |
| Table 36 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024 |
| Table 37 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024 |
| Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024 |
| Table 39 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024 |
| Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029 |
| Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029 |
| Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029 |
| Table 43 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029 |
| Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029 |
| Table 45 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029 |
| Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029 |
| Table 47 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029 |
| Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029 |
| Table 49 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029 |

APPENDIX

Fountain sales in Hong Kong, China

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SOURCES

Summary 1 - Research Sources

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