



# RTD Tea in China

May 2024

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## RTD Tea in China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Reduced sugar still RTD tea spearheads growth in RTD tea in 2023  
Fiercer competition leads to innovations in taste, functionality, and packaging  
E-commerce sees its share fall as on-the-go sales rebound

#### PROSPECTS AND OPPORTUNITIES

Ample room for growth for reduced sugar still RTD tea  
Dynamic growth for Oriental Leaf due to its lead in reduced sugar RTD tea, which is expected to be retained  
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