

RTD Tea in China

November 2024

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RTD Tea in China - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health and sugar reduction trends drive rapid growth for reduced sugar still RTD tea

Upgrades and innovations in RTD tea further propel growth

Reduced sugar still RTD tea has become increasingly crowded, leading to intensified competition

PROSPECTS AND OPPORTUNITIES

RTD tea expected to capture share from freshly-made tea drinks in the future Convenience stores is becoming a growing distribution channel for RTD tea Live-streaming e-commerce may further stimulate sales of RTD tea

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