



# Tea in China

March 2024

Table of Contents

## 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

Tea culture expected to develop further amongst younger consumers  
Premium black tea likely to continue to increase in popularity  
Offline stores remain relevant, but retail e-commerce will increase its penetration

#### CATEGORY DATA

- Table 1 - Retail Sales of Tea by Category: Volume 2018-2023
- Table 2 - Retail Sales of Tea by Category: Value 2018-2023
- Table 3 - Retail Sales of Tea by Category: % Volume Growth 2018-2023
- Table 4 - Retail Sales of Tea by Category: % Value Growth 2018-2023
- Table 5 - NBO Company Shares of Tea: % Retail Value 2019-2023
- Table 6 - LBN Brand Shares of Tea: % Retail Value 2020-2023
- Table 7 - Forecast Retail Sales of Tea by Category: Volume 2023-2028
- Table 8 - Forecast Retail Sales of Tea by Category: Value 2023-2028
- Table 9 - Forecast Retail Sales of Tea by Category: % Volume Growth 2023-2028
- Table 10 - Forecast Retail Sales of Tea by Category: % Value Growth 2023-2028

## Hot Drinks in China - Industry Overview

### EXECUTIVE SUMMARY

Hot drinks in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
Foodservice vs retail split  
What next for hot drinks?

#### MARKET DATA

- Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2018-2023
- Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023
- Table 13 - Retail Sales of Hot Drinks by Category: Volume 2018-2023
- Table 14 - Retail Sales of Hot Drinks by Category: Value 2018-2023
- Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023
- Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023
- Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2018-2023
- Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023
- Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2018-2023
- Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023
- Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2019-2023
- Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023
- Table 23 - Retail Distribution of Hot Drinks by Format: % Volume 2018-2023
- Table 24 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2023
- Table 25 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028
- Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028
- Table 27 - Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028

Table 28 - Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028

Table 29 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028

Table 31 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028

Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 33 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028

Table 34 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2023-2028

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## SOURCES

Summary 1 - Research Sources

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