

# Ready-to-drink (RTD) Tea Market by Type (Green Tea, Black Tea, and Others), Category (Organic and Conventional), and Distribution Channel (Supermarket/Hypermarket, Specialty Stores, Online Stores, and Others): Global Opportunity Analysis and Industry Forecast, 2021–2027

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## Abstracts

Ready-to-drink (RTD) tea is a packaged beverage sold in a prepared form, which is ready for consumption. The global RTD tea market is poised to witness significant growth during the forecast period, owing to increase in number of fast food restaurants, tech-savvy ordering options, rise in demand for international cuisines, and change in consumer taste & preference. Moreover, the trend of being proactive to chronic health problems is boosting the demand for ready-to-drink tea, as it contains antioxidants and other essential ingredients.

RTD tea is sold in various forms, including black tea and green tea. The global Ready-to-drink tea market is growing at steady pace with a rate of 5.5–6.0%. According to AMR, the global ready-to-drink tea market was valued at \$29.66 billion in 2019, and is anticipated to reach \$38.96 billion by 2027, with a CAGR of 5.5% during the forecast period. The ready-to-drink tea market exhibits an incremental revenue opportunity of \$9.29 billion from 2019 to 2027.

Manufacturers are focusing on key innovations that cater to the requirements of large consumer base. ready-to-drink tea products are now being considered as healthy replacements for carbonated drinks owing to which the demand for these products is expected to grow rapidly. Thus, this has resulted in increased demand for various flavors of ready-to-drink tea in emerging nations. Furthermore, increase has been

witnessed in the number of netizens along with rise in internet penetration. Taking this into consideration, most of the key players in the market strategize on promoting their products on various social media platforms. Thus, through social media marketing strategy, the ready-to-drink tea market sights remunerative growth opportunity during the forecast period.

The effects of the COVID-19 pandemic has been further challenging for the tea industry. The industry has made considerable adjustments in response to the crisis of pandemic, and the government has taken various steps to mitigate the problems faced by the industry. This shift has caused supply chain bottlenecks due to logistics and smaller unit packaging needs of retail stores. Simultaneously, the tea industry has entered its peak season of tea production, which led to increase in the production of tea across the globe.

The global ready-to-drink tea market is segmented into type, category, distribution channel, and region. By type, it is categorized into green tea, black tea, and others. Depending on category, it is bifurcated into organic and conventional. On the basis of distribution channel, it is segregated into supermarkets/hypermarkets, specialty stores, online stores, and others. Region wise, it is analyzed across North America (U.S., Canada, and Mexico), Europe (Germany, France, the UK, Spain, the Italy, Russia, and rest of Europe), Asia-Pacific (China, Japan, India, Australia, South Korea, Indonesia, Pakistan, and rest of Asia-Pacific), and LAMEA (Brazil, Argentina, United Arab Emirates, Nigeria, Turkey, South Africa, and rest of LAMEA).

The key players profiled in this report include are Suntory Holdings, Nestle S.A, Unilever NV, The Coca Cola Company, Starbucks Corporation, The Republic of Tea, Tata Global Beverages, Danone S.A., Snapple Beverage Corp.( Keurig Dr Pepper), and Harney & Sons Fine Teas.

## KEY BENEFITS FOR STAKEHOLDERS

The study provides an in-depth analysis of the global ready-to-drink tea market, with current trends and future estimations to elucidate the imminent investment pockets in the market.

The report provides information regarding drivers, restraints, and opportunities with impact analysis.

A quantitative analysis of the current market and

estimation for the same from 2019 to 2027 is provided to showcase the financial competency of the market.

Porter's five forces model of the industry illustrates competitiveness of the market by analyzing various parameters such as threat of new entrants, threat of substitutes, bargaining power of the buyers, and bargaining power of the suppliers operating in the market.

Value chain analysis in the report provides a clear understanding of the roles of stakeholders involved in the value chain.

Competitive intelligence highlights the business practices followed by the leading market players across various regions.

## KEY MARKET SEGMENTS

### By Type

Green Tea

Black tea

Others

### Category

Organic

Conventional

### By Distribution Channel

Supermarkets/Hypermarkets

Specialty Stores

Online stores

Others

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

UK

Italy

Spain

Russia

Rest of Europe

Asia-Pacific

China

Japan

Australia

South Korea

Indonesia

Pakistan

Rest of Asia-Pacific

LAMEA

Brazil

Argentina

United Arab Emirates

Turkey

Nigeria

South Africa

Rest of LAMEA

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