

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

Contents

CHAPTER 1: INTRODUCTION

- 1.1.Key benefits for stakeholders
- 1.2.Key market segments
- 1.3.Research methodology
 - 1.3.1.Secondary research
 - 1.3.2.Primary research
 - 1.3.3.Analyst tools and models

CHAPTER 2: EXECUTIVE SUMMARY

- 2.1.Key findings of the study
- 2.2.CXO perspective

CHAPTER 3: MARKET OVERVIEW

- 3.1.Market definition and scope
- 3.2.Key findings
 - 3.2.1.Top investment pockets
- 3.3.Value chain analysis
- 3.4.Porter's five forces analysis
 - 3.4.1.Moderate Bargaining Power of Suppliers
 - 3.4.2.Moderate Bargaining Power of Buyers
 - 3.4.3.Moderate Threat of Substitution
 - 3.4.4.Moderate Threat of New Entrants
 - 3.4.5.Moderate Intensity of Competitive Rivalry
- 3.5.Market dynamics
 - 3.5.1.Drivers
 - 3.5.1.1.Rising per capita income and the middle class
 - 3.5.1.2.Health benefits associated with tea
 - 3.5.1.3.Rise in awareness among people for losing weight
 - 3.5.1.4.Expanding retail market
 - 3.5.2.Restraint
 - 3.5.2.1.Growth in READY-TO-DRINK coffee consumption
 - 3.5.3.Opportunities
 - 3.5.3.1.Introduction of new flavors
- 3.6.Market share analysis

- 3.6.1.By type
- 3.6.2.By category
- 3.6.3.By Distribution channel
- 3.6.4.By Region
- 3.7.Top tea production countries in 2018
- 3.8.Top tea consuming countries in 2018
- 3.9.Top tea exporting countries in 2018
- 3.10.COVID Analysis
 - 3.10.1.Introduction
 - 3.10.2.Impact on the Food & Beverage Industry
 - 3.10.3.Impact on READY-TO-DRINK Tea Market

CHAPTER 4: READY-TO-DRINK TEA MARKET, BY TYPE

- 4.1.Overview
 - 4.1.1.Market size and forecast
- 4.2.Green tea
 - 4.2.1.Key market trends, growth factors, and opportunities
 - 4.2.2.Market size and forecast
- 4.3.Black tea
 - 4.3.1.Key market trends, growth factors, and opportunities
 - 4.3.2.Market size and forecast
- 4.4.Others
 - 4.4.1.Key market trends, growth factors, and opportunities
 - 4.4.2.Market size and forecast

CHAPTER 5: READY-TO-DRINK TEA MARKET, BY CATEGORY

- 5.1.Overview
 - 5.1.1.Market size and forecast
- 5.2.Organic
 - 5.2.1.Key market trends, growth factors, and opportunities
 - 5.2.2.Market size and forecast
- 5.3.Conventional
 - 5.3.1.Key market trends, growth factors, and opportunities
 - 5.3.2.Market size and forecast

CHAPTER 6: READY-TO-DRINK TEA MARKET, BY DISTRIBUTION CHANNEL

6.1.Overview

6.1.1.Market size and forecast

6.2.Supermarkets/Hypermarkets

6.2.1.Key market trends, growth factors, and opportunities

6.2.2.Market size and forecast

6.3.Specialty Stores

6.3.1.Key market trends, growth factors, and opportunities

6.3.2.Market size and forecast

6.4.Online Stores

6.4.1.Key market trends, growth factors, and opportunities

6.4.2.Market size and forecast

6.5.Others

6.5.1.Key market trends, growth factors, and opportunities

6.5.2.Market size and forecast

CHAPTER 7: READY-TO-DRINK TEA MARKET, BY REGION

7.1.Overview

7.1.1.Market size and forecast, by region

7.2.North America

7.2.1.Key market trends, growth factors, and opportunities

7.2.2.Market size and forecast, by type

7.2.3.Market size and forecast, by category

7.2.4.Market size and forecast, by distribution channel

7.2.5.Market size and forecast, by country

7.2.5.1.U.S.

7.2.5.1.1.Market size and forecast, by type

7.2.5.1.2.Market size and forecast, by category

7.2.5.1.3.Market size and forecast, by distribution channel

7.2.5.2.Canada

7.2.5.2.1.Market size and forecast, by type

7.2.5.2.2.Market size and forecast, by category

7.2.5.2.3.Market size and forecast, by distribution channel

7.2.5.3.Mexico

7.2.5.3.1.Market size and forecast, by type

7.2.5.3.2.Market size and forecast, by category

7.2.5.3.3.Market size and forecast, by distribution channel

7.3.Europe

7.3.1.Key market trends, growth factors, and opportunities

- 7.3.2. Market size and forecast, by type
- 7.3.3. Market size and forecast, by category
- 7.3.4. Market size and forecast, by distribution channel
- 7.3.5. Market size and forecast, by country
 - 7.3.5.1. Germany
 - 7.3.5.1.1. Market size and forecast, by type
 - 7.3.5.1.2. Market size and forecast, by category
 - 7.3.5.1.3. Market size and forecast, by distribution channel
 - 7.3.5.2. France
 - 7.3.5.2.1. Market size and forecast, by type
 - 7.3.5.2.2. Market size and forecast, by category
 - 7.3.5.2.3. Market size and forecast, by distribution channel
 - 7.3.5.3. UK
 - 7.3.5.3.1. Market size and forecast, by type
 - 7.3.5.3.2. Market size and forecast, by category
 - 7.3.5.3.3. Market size and forecast, by distribution channel
 - 7.3.5.4. Italy
 - 7.3.5.4.1. Market size and forecast, by type
 - 7.3.5.4.2. Market size and forecast, by category
 - 7.3.5.4.3. Market size and forecast, by distribution channel
 - 7.3.5.5. Spain
 - 7.3.5.5.1. Market size and forecast, by type
 - 7.3.5.5.2. Market size and forecast, by category
 - 7.3.5.5.3. Market size and forecast, by distribution channel
 - 7.3.5.6. Russia
 - 7.3.5.6.1. Market size and forecast, by type
 - 7.3.5.6.2. Market size and forecast, by category
 - 7.3.5.6.3. Market size and forecast, by distribution channel
 - 7.3.5.7. Rest of Europe
 - 7.3.5.7.1. Market size and forecast, by type
 - 7.3.5.7.2. Market size and forecast, by category
 - 7.3.5.7.3. Market size and forecast, by distribution channel
- 7.4. Asia-Pacific
 - 7.4.1. Key market trends, growth factors, and opportunities
 - 7.4.2. Market size and forecast, by type
 - 7.4.3. Market size and forecast, by category
 - 7.4.4. Market size and forecast, by distribution channel
 - 7.4.5. Market size and forecast, by country
 - 7.4.5.1. China

- 7.4.5.1.1. Market size and forecast, by type
- 7.4.5.1.2. Market size and forecast, by category
- 7.4.5.1.3. Market size and forecast, by distribution channel

7.4.5.2. Japan

- 7.4.5.2.1. Market size and forecast, by type
- 7.4.5.2.2. Market size and forecast, by category
- 7.4.5.2.3. Market size and forecast, by distribution channel

7.4.5.3. India

- 7.4.5.3.1. Market size and forecast, by type
- 7.4.5.3.2. Market size and forecast, by category
- 7.4.5.3.3. Market size and forecast, by distribution channel

7.4.5.4. Australia

- 7.4.5.4.1. Market size and forecast, by type
- 7.4.5.4.2. Market size and forecast, by category
- 7.4.5.4.3. Market size and forecast, by distribution channel

7.4.5.5. South Korea

- 7.4.5.5.1. Market size and forecast, by type
- 7.4.5.5.2. Market size and forecast, by category
- 7.4.5.5.3. Market size and forecast, by distribution channel

7.4.5.6. Indonesia

- 7.4.5.6.1. Market size and forecast, by type
- 7.4.5.6.2. Market size and forecast, by category
- 7.4.5.6.3. Market size and forecast, by distribution channel

7.4.5.7. Pakistan

- 7.4.5.7.1. Market size and forecast, by type
- 7.4.5.7.2. Market size and forecast, by category
- 7.4.5.7.3. Market size and forecast, by distribution channel

7.4.5.8. Rest of Asia-Pacific

- 7.4.5.8.1. Market size and forecast, by type
- 7.4.5.8.2. Market size and forecast, by category
- 7.4.5.8.3. Market size and forecast, by distribution channel

7.5. LAMEA

- 7.5.1. Key market trends, growth factors, and opportunities
- 7.5.2. Market size and forecast, by type
- 7.5.3. Market size and forecast, by category
- 7.5.4. Market size and forecast, by distribution channel
- 7.5.5. Market size and forecast, by country

7.5.5.1. Brazil

- 7.5.5.1.1. Market size and forecast, by type

- 7.5.5.1.2. Market size and forecast, by category
- 7.5.5.1.3. Market size and forecast, by distribution channel
- 7.5.5.2. Argentina
 - 7.5.5.2.1. Market size and forecast, by type
 - 7.5.5.2.2. Market size and forecast, by category
 - 7.5.5.2.3. Market size and forecast, by distribution channel
- 7.5.5.3. United Arab Emirates
 - 7.5.5.3.1. Market size and forecast, by type
 - 7.5.5.3.2. Market size and forecast, by category
 - 7.5.5.3.3. Market size and forecast, by distribution channel
- 7.5.5.4. Nigeria
 - 7.5.5.4.1. Market size and forecast, by type
 - 7.5.5.4.2. Market size and forecast, by category
 - 7.5.5.4.3. Market size and forecast, by distribution channel
- 7.5.5.5. Turkey
 - 7.5.5.5.1. Market size and forecast, by type
 - 7.5.5.5.2. Market size and forecast, by category
 - 7.5.5.5.3. Market size and forecast, by distribution channel
- 7.5.5.6. South Africa
 - 7.5.5.6.1. Market size and forecast, by type
 - 7.5.5.6.2. Market size and forecast, by category
 - 7.5.5.6.3. Market size and forecast, by distribution channel
- 7.5.5.7. Rest of LAMEA
 - 7.5.5.7.1. Market size and forecast, by type
 - 7.5.5.7.2. Market size and forecast, by category
 - 7.5.5.7.3. Market size and forecast, by distribution channel

CHAPTER 8: COMPETITION LANDSCAPE

- 8.1. Top winning strategies
- 8.2. Product mapping
- 8.3. Competitive dashboard
- 8.4. Competitive heat map
- 8.5. Key developments
 - 8.5.1. Acquisition
 - 8.5.2. Business Expansion
 - 8.5.3. Product Launch

CHAPTER 9: COMPANY PROFILES

9.1.DANONE

- 9.1.1.Company overview
- 9.1.2.Key Executives
- 9.1.3.Company snapshot
- 9.1.4.Operating business segments
- 9.1.5.Product portfolio
- 9.1.6.Business performance
- 9.1.7.Key strategic moves and developments

9.2.HARNEY & SONS FINE TEAS

- 9.2.1.Company overview
- 9.2.2.Key Executives
- 9.2.3.Company snapshot
- 9.2.4.Product portfolio

9.3.NESTLE S.A.

- 9.3.1.Company overview
- 9.3.2.Key Executives
- 9.3.3.Company snapshot
- 9.3.4.Operating business segments
- 9.3.5.Product portfolio
- 9.3.6.Business performance
- 9.3.7.Key strategic moves and developments

9.4.SNAPPLE BEVERAGE CORP.

- 9.4.1.Company overview
- 9.4.2.Key Executives
- 9.4.3.Company snapshot
- 9.4.4.Operating business segments
- 9.4.5.Product portfolio
- 9.4.6.R&D Expenditure
- 9.4.7.Business performance

9.5.STARBUCKS CORPORATION

- 9.5.1.Company overview
- 9.5.2.Key Executives
- 9.5.3.Company snapshot
- 9.5.4.Operating business segments
- 9.5.5.Product portfolio
- 9.5.6.Business performance
- 9.5.7.Key strategic moves and developments

9.6.BEAM SUNTORY, INC.

- 9.6.1. Company overview
- 9.6.2. Key Executives
- 9.6.3. Company snapshot
- 9.6.4. Operating business segments
- 9.6.5. Product portfolio
- 9.6.6. R&D Expenditure
- 9.6.7. Business performance

9.7. TATA CONSUMER PRODUCTS LIMITED

- 9.7.1. Company overview
- 9.7.2. Key Executives
- 9.7.3. Company snapshot
- 9.7.4. Operating business segments
- 9.7.5. Product portfolio
- 9.7.6. R&D Expenditure
- 9.7.7. Business performance
- 9.7.8. Key strategic moves and developments

9.8. THE COCA-COLA COMPANY

- 9.8.1. Company overview
- 9.8.2. Key Executives
- 9.8.3. Company snapshot
- 9.8.4. Product portfolio
- 9.8.5. Business performance
- 9.8.6. Key strategic moves and developments

9.9. THE REPUBLIC OF TEA

- 9.9.1. Company overview
- 9.9.2. Company snapshot
- 9.9.3. Product portfolio

9.10. UNILEVER PLC

- 9.10.1. Company overview
- 9.10.2. Key Executives
- 9.10.3. Company snapshot
- 9.10.4. Operating business segments
- 9.10.5. Product portfolio
- 9.10.6. R&D Expenditure
- 9.10.7. Business performance
- 9.10.8. Key strategic moves and developments

List Of Tables

LIST OF TABLES

TABLE 01.GLOBAL READY-TO-DRINK TEA MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)
TABLE 02.GREEN TEA MARKET REVENUE, BY REGION, 2019–2027 (\$MILLION)
TABLE 03.BLACK TEA MARKET REVENUE, BY REGION, 2019–2027 (\$MILLION)
TABLE 04.OTHER TYPES MARKET REVENUE, BY REGION, 2019–2027 (\$MILLION)
TABLE 05.GLOBAL READY-TO-DRINK TEA MARKET REVENUE, BY CATEGORY 2019–2027 (\$MILLION)
TABLE 06.READY-TO-DRINK TEA MARKET REVENUE FOR ORGANIC, BY REGION, 2019–2027 (\$MILLION)
TABLE 07.READY-TO-DRINK TEA MARKET REVENUE FOR CONVENTIONAL, BY REGION, 2019–2027 (\$MILLION)
TABLE 08.GLOBAL READY-TO-DRINK TEA MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)
TABLE 09.READY-TO-DRINK TEA MARKET REVENUE BY SUPERMARKETS/HYPERMARKETS, BY REGION, 2019–2027 (\$MILLION)
TABLE 10.READY-TO-DRINK TEA MARKET REVENUE BY SPECIALTY STORES, BY REGION, 2019–2027 (\$MILLION)
TABLE 11.READY-TO-DRINK TEA MARKET REVENUE BY ONLINE STORES, BY REGION, 2019–2027 (\$MILLION)
TABLE 12.READY-TO-DRINK TEA MARKET REVENUE BY OTHERS, BY REGION, 2019–2027 (\$MILLION)
TABLE 13.READY-TO-DRINK TEA MARKET REVENUE, BY REGION, 2019–2027 (\$MILLION)
TABLE 14.NORTH AMERICA READY-TO-DRINK TEA MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)
TABLE 15.NORTH AMERICA READY-TO-DRINK TEA MARKET REVENUE, BY CATEGORY, 2019–2027 (\$MILLION)
TABLE 16.NORTH AMERICA READY-TO-DRINK TEA MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)
TABLE 17.NORTH AMERICA READY-TO-DRINK TEA MARKET REVENUE, BY COUNTRY, 2019–2027 (\$MILLION)
TABLE 18.U.S. READY-TO-DRINK TEA MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)
TABLE 19.U.S. READY-TO-DRINK TEA MARKET REVENUE, BY CATEGORY, 2019–2027 (\$MILLION)

TABLE 20.U.S. READY-TO-DRINK TEA MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 21.CANADA READY-TO-DRINK TEA MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 22.CANADA READY-TO-DRINK TEA MARKET REVENUE, BY CATEGORY, 2019–2027 (\$MILLION)

TABLE 23.CANADA READY-TO-DRINK TEA MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 24.MEXICO READY-TO-DRINK TEA MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 25.MEXICO READY-TO-DRINK TEA MARKET REVENUE, BY CATEGORY, 2019–2027 (\$MILLION)

TABLE 26.MEXICO READY-TO-DRINK TEA MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 27.EUROPE READY-TO-DRINK TEA MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 28.EUROPE READY-TO-DRINK TEA MARKET REVENUE, BY CATEGORY, 2019–2027 (\$MILLION)

TABLE 29.EUROPE READY-TO-DRINK TEA MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 30.EUROPE READY-TO-DRINK TEA MARKET REVENUE, BY COUNTRY, 2019–2027 (\$MILLION)

TABLE 31.GERMANY READY-TO-DRINK TEA MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 32.GERMANY READY-TO-DRINK TEA MARKET REVENUE, BY CATEGORY, 2019–2027 (\$MILLION)

TABLE 33.GERMANY READY-TO-DRINK TEA MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 34.FRANCE READY-TO-DRINK TEA MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 35.FRANCE READY-TO-DRINK TEA MARKET REVENUE, BY CATEGORY, 2019–2027 (\$MILLION)

TABLE 36.FRANCE READY-TO-DRINK TEA MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 37.UK READY-TO-DRINK TEA MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 38.UK READY-TO-DRINK TEA MARKET REVENUE, BY CATEGORY, 2019–2027 (\$MILLION)

TABLE 39.UK READY-TO-DRINK TEA MARKET REVENUE, BY DISTRIBUTION

CHANNEL, 2019–2027 (\$MILLION)

TABLE 40.ITALY READY-TO-DRINK TEA MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 41.ITALY READY-TO-DRINK TEA MARKET REVENUE, BY CATEGORY, 2019–2027 (\$MILLION)

TABLE 42.ITALY READY-TO-DRINK TEA MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 43.SPAIN READY-TO-DRINK TEA MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 44.SPAIN READY-TO-DRINK TEA MARKET REVENUE, BY CATEGORY, 2019–2027 (\$MILLION)

TABLE 45.SPAIN READY-TO-DRINK TEA MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 46.RUSSIA READY-TO-DRINK TEA MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 47.RUSSIA READY-TO-DRINK TEA MARKET REVENUE, BY CATEGORY, 2019–2027 (\$MILLION)

TABLE 48.RUSSIA READY-TO-DRINK TEA MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 49.REST OF EUROPE READY-TO-DRINK TEA MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 50.REST OF EUROPE READY-TO-DRINK TEA MARKET REVENUE, BY CATEGORY, 2019–2027 (\$MILLION)

TABLE 51.REST OF EUROPE READY-TO-DRINK TEA MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 52.ASIA-PACIFIC READY-TO-DRINK TEA MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 53.ASIA-PACIFIC READY-TO-DRINK TEA MARKET REVENUE, BY CATEGORY, 2019–2027 (\$MILLION)

TABLE 54.ASIA-PACIFIC READY-TO-DRINK TEA MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 55.ASIA-PACIFIC READY-TO-DRINK TEA MARKET REVENUE, BY COUNTRY, 2019–2027 (\$MILLION)

TABLE 56.CHINA READY-TO-DRINK TEA MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 57.CHINA READY-TO-DRINK TEA MARKET REVENUE, BY CATEGORY, 2019–2027 (\$MILLION)

TABLE 58.CHINA READY-TO-DRINK TEA MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 59.JAPAN READY-TO-DRINK TEA MARKET REVENUE, BY TYPE,
2019–2027 (\$MILLION)

TABLE 60.JAPAN READY-TO-DRINK TEA MARKET REVENUE, BY CATEGORY,
2019–2027 (\$MILLION)

TABLE 61.JAPAN READY-TO-DRINK TEA MARKET REVENUE, BY DISTRIBUTION
CHANNEL, 2019–2027 (\$MILLION)

TABLE 62.INDIA READY-TO-DRINK TEA MARKET REVENUE, BY TYPE, 2019–2027
(\$MILLION)

TABLE 63.INDIA READY-TO-DRINK TEA MARKET REVENUE, BY CATEGORY,
2019–2027 (\$MILLION)

TABLE 64.INDIA READY-TO-DRINK TEA MARKET REVENUE, BY DISTRIBUTION
CHANNEL, 2019–2027 (\$MILLION)

TABLE 65.AUSTRALIA READY-TO-DRINK TEA MARKET REVENUE, BY TYPE,
2019–2027 (\$MILLION)

TABLE 66.AUSTRALIA READY-TO-DRINK TEA MARKET REVENUE, BY
CATEGORY, 2019–2027 (\$MILLION)

TABLE 67.AUSTRALIA READY-TO-DRINK TEA MARKET REVENUE, BY
DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 68.SOUTH KOREA READY-TO-DRINK TEA MARKET REVENUE, BY TYPE,
2019–2027 (\$MILLION)

TABLE 69.SOUTH KOREA READY-TO-DRINK TEA MARKET REVENUE, BY
CATEGORY, 2019–2027 (\$MILLION)

TABLE 70.SOUTH KOREA READY-TO-DRINK TEA MARKET REVENUE, BY
DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 71.INDONESIA READY-TO-DRINK TEA MARKET REVENUE, BY TYPE,
2019–2027 (\$MILLION)

TABLE 72.INDONESIA READY-TO-DRINK TEA MARKET REVENUE, BY
CATEGORY, 2019–2027 (\$MILLION)

TABLE 73.INDONESIA READY-TO-DRINK TEA MARKET REVENUE, BY
DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 74.PAKISTAN READY-TO-DRINK TEA MARKET REVENUE, BY TYPE,
2019–2027 (\$MILLION)

TABLE 75.PAKISTAN READY-TO-DRINK TEA MARKET REVENUE, BY CATEGORY,
2019–2027 (\$MILLION)

TABLE 76.PAKISTAN READY-TO-DRINK TEA MARKET REVENUE, BY
DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 77.REST OF ASIA-PACIFIC READY-TO-DRINK TEA MARKET REVENUE, BY
TYPE, 2019–2027 (\$MILLION)

TABLE 78.REST OF ASIA-PACIFIC READY-TO-DRINK TEA MARKET REVENUE, BY

CATEGORY, 2019–2027 (\$MILLION)

TABLE 79.REST OF ASIA-PACIFIC READY-TO-DRINK TEA MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 80.LAMEA READY-TO-DRINK TEA MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 81.LAMEA READY-TO-DRINK TEA MARKET REVENUE, BY CATEGORY, 2019–2027 (\$MILLION)

TABLE 82.LAMEA READY-TO-DRINK TEA MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 83.LAMEA READY-TO-DRINK TEA MARKET REVENUE, BY COUNTRY, 2019–2027 (\$MILLION)

TABLE 84.BRAZIL READY-TO-DRINK TEA MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 85.BRAZIL READY-TO-DRINK TEA MARKET REVENUE, BY CATEGORY, 2019–2027 (\$MILLION)

TABLE 86.BRAZIL READY-TO-DRINK TEA MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 87.ARGENTINA READY-TO-DRINK TEA MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 88.ARGENTINA READY-TO-DRINK TEA MARKET REVENUE, BY CATEGORY, 2019–2027 (\$MILLION)

TABLE 89.ARGENTINA READY-TO-DRINK TEA MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 90.UNITED ARAB EMIRATES READY-TO-DRINK TEA MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 91.UNITED ARAB EMIRATES READY-TO-DRINK TEA MARKET REVENUE, BY CATEGORY, 2019–2027 (\$MILLION)

TABLE 92.UNITED ARAB EMIRATES READY-TO-DRINK TEA MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 93.NIGERIA READY-TO-DRINK TEA MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 94.NIGERIA READY-TO-DRINK TEA MARKET REVENUE, BY CATEGORY, 2019–2027 (\$MILLION)

TABLE 95.NIGERIA READY-TO-DRINK TEA MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 96.TURKEY READY-TO-DRINK TEA MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 97.TURKEY READY-TO-DRINK TEA MARKET REVENUE, BY CATEGORY, 2019–2027 (\$MILLION)

TABLE 98.TURKEY READY-TO-DRINK TEA MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 99.SOUTH AFRICA READY-TO-DRINK TEA MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 100.SOUTH AFRICA READY-TO-DRINK TEA MARKET REVENUE, BY CATEGORY, 2019–2027 (\$MILLION)

TABLE 101.SOUTH AFRICA READY-TO-DRINK TEA MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 102.REST OF LAMEA READY-TO-DRINK TEA MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 103.REST OF LAMEA READY-TO-DRINK TEA MARKET REVENUE, BY CATEGORY, 2019–2027 (\$MILLION)

TABLE 104.REST OF LAMEA READY-TO-DRINK TEA MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 105.DANONE: KEY EXECUTIVES

TABLE 106.DANONE: COMPANY SNAPSHOT

TABLE 107.DANONE: KEY EXECUTIVES

TABLE 108.DANONE: PRODUCT PORTFOLIO

TABLE 109.DANONE: NET SALES, 2017–2019 (\$MILLION)

TABLE 110.HARNEY & SONS FINE TEAS: KEY EXECUTIVES

TABLE 111.HARNEY & SONS FINE TEAS: COMPANY SNAPSHOT

TABLE 112.HARNEY & SONS FINE TEAS: PRODUCT PORTFOLIO

TABLE 113.NESTLE S.A.: KEY EXECUTIVES

TABLE 114.NESTLE S.A.: COMPANY SNAPSHOT

TABLE 115.NESTLE S.A.: OPERATING SEGMENTS

TABLE 116.NESTLE S.A.: PRODUCT PORTFOLIO

TABLE 117.NESTLE S.A.: NET SALES, 2017–2019 (\$MILLION)

TABLE 118.KEURIG DR PEPPER INC.: KEY EXECUTIVES

TABLE 119.KEURIG DR PEPPER INC.: COMPANY SNAPSHOT

TABLE 120.KEURIG DR PEPPER INC.: OPERATING SEGMENTS

TABLE 121.KEURIG DR PEPPER INC.: PRODUCT PORTFOLIO

TABLE 122.KEURIG DR PEPPER INC.: R&D EXPENDITURE, 2017–2019 (\$MILLION)

TABLE 123.KEURIG DR PEPPER INC.: NET SALES, 2017–2019 (\$MILLION)

TABLE 124.STARBUCKS CORPORATION: KEY EXECUTIVES

TABLE 125.STARBUCKS CORPORATION: COMPANY SNAPSHOT

TABLE 126.STARBUCKS CORPORATION: OPERATING SEGMENTS

TABLE 127.STARBUCKS CORPORATION: PRODUCT PORTFOLIO

TABLE 128.STARBUCKS CORPORATION: NET SALES, 2017–2019 (\$MILLION)

TABLE 129.BEAM SUNTORY, INC.: KEY EXECUTIVES

TABLE 130.BEAM SUNTORY, INC.: COMPANY SNAPSHOT
TABLE 131.BEAM SUNTORY, INC.: OPERATING SEGMENTS
TABLE 132.BEAM SUNTORY, INC.: PRODUCT PORTFOLIO
TABLE 133.BEAM SUNTORY, INC.: R&D EXPENDITURE, 2017–2019 (\$MILLION)
TABLE 134.BEAM SUNTORY, INC.: NET SALES, 2017–2019 (\$MILLION)
TABLE 135.TATA CONSUMER PRODUCTS LIMITED: KEY EXECUTIVES
TABLE 136.TATA CONSUMER PRODUCTS LIMITED: COMPANY SNAPSHOT
TABLE 137.TATA CONSUMER PRODUCTS LIMITED: OPERATING SEGMENTS
TABLE 138.TATA CONSUMER PRODUCTS LIMITED: PRODUCT PORTFOLIO
TABLE 139.TATA CONSUMER PRODUCTS LIMITED: R&D EXPENDITURE, 2017–2019 (\$MILLION)
TABLE 140.TATA CONSUMER PRODUCTS LIMITED: NET SALES, 2017–2019 (\$MILLION)
TABLE 141.THE COCA-COLA COMPANY: KEY EXECUTIVES
TABLE 142.THE COCA-COLA COMPANY: COMPANY SNAPSHOT
TABLE 143.THE COCA-COLA COMPANY: PRODUCT PORTFOLIO
TABLE 144.THE COCA-COLA COMPANY: NET SALES, 2017–2019 (\$MILLION)
TABLE 145.THE REPUBLIC OF TEA: COMPANY SNAPSHOT
TABLE 146.THE REPUBLIC OF TEA: PRODUCT PORTFOLIO
TABLE 147.UNILEVER PLC: KEY EXECUTIVES
TABLE 148.UNILEVER PLC: COMPANY SNAPSHOT
TABLE 149.UNILEVER PLC: OPERATING SEGMENTS
TABLE 150.UNILEVER PLC: PRODUCT PORTFOLIO
TABLE 151.UNILEVER PLC: R&D EXPENDITURE, 2017–2019 (\$MILLION)
TABLE 152.UNILEVER PLC: NET SALES, 2017–2019 (\$MILLION)

List Of Figures

LIST OF FIGURES

FIGURE 01.GLOBAL READY-TO-DRINK TEA MARKET SNAPSHOT

FIGURE 02.GLOBAL READY-TO-DRINK TEA MARKET: SEGMENTATION

FIGURE 03.TOP INVESTMENT POCKETS

FIGURE 04.VALUE CHAIN ANALYSIS

FIGURE 05.READY-TO-DRINK TEA MARKET: DRIVERS, RESTRAINTS, AND OPPORTUNITIES

FIGURE 06.TEA PRODUCTION OF MAJOR PRODUCING COUNTRIES (000' MT)

FIGURE 07.TOP TEA CONSUMING COUNTRIES 2018 (%)

FIGURE 08.TOP TEA EXPORTING COUNTRIES 2018 (%)

FIGURE 09.GLOBAL READY-TO-DRINK TEA MARKET, BY TYPE, 2019 (%)

FIGURE 10.COMPARATIVE COUNTRY MARKET SHARE ANALYSIS FOR GREEN TEA MARKET, 2019 AND 2027 (%)

FIGURE 11.COMPARATIVE COUNTRY MARKET SHARE ANALYSIS FOR BLACK TEA MARKET, 2019 AND 2027 (%)

FIGURE 12.COMPARATIVE COUNTRY MARKET SHARE ANALYSIS FOR OTHER TYPES MARKET, 2019 AND 2027 (%)

FIGURE 13.GLOBAL READY-TO-DRINK TEA MARKET, BY CATEGORY, 2019 (%)

FIGURE 14.COMPARATIVE COUNTRY MARKET SHARE ANALYSIS OF READY-TO-DRINK TEA MARKET FOR ORGANIC, 2019 AND 2027 (%)

FIGURE 15.COMPARATIVE COUNTRY MARKET SHARE ANALYSIS OF READY-TO-DRINK TEA MARKET FOR CONVENTIONAL, 2019 AND 2027 (%)

FIGURE 16.GLOBAL READY-TO-DRINK TEA MARKET, BY DISTRIBUTION CHANNEL, 2019 (%)

FIGURE 17.COMPARATIVE COUNTRY MARKET SHARE ANALYSIS OF READY-TO-DRINK TEA MARKET FOR SUPERMARKETS/HYPERMARKETS, 2019 AND 2027 (%)

FIGURE 18.COMPARATIVE COUNTRY MARKET SHARE ANALYSIS OF READY-TO-DRINK TEA MARKET FOR SPECIALTY STORES, 2019 AND 2027 (%)

FIGURE 19.COMPARATIVE COUNTRY MARKET SHARE ANALYSIS OF READY-TO-DRINK TEA MARKET FOR ONLINE STORES, 2019 AND 2027 (%)

FIGURE 20.COMPARATIVE COUNTRY MARKET SHARE ANALYSIS OF READY-TO-DRINK TEA MARKET FOR OTHERS, 2019 AND 2027 (%)

FIGURE 21.READY-TO-DRINK TEA MARKET, BY REGION, 2019 (%)

FIGURE 22.U.S. READY-TO-DRINK TEA MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 23.CANADA READY-TO-DRINK TEA MARKET REVENUE, 2019–2027

(\$MILLION)

FIGURE 24.MEXICO READY-TO-DRINK TEA MARKET REVENUE, 2019–2027

(\$MILLION)

FIGURE 25.GERMANY READY-TO-DRINK TEA MARKET REVENUE, 2019–2027

(\$MILLION)

FIGURE 26.FRANCE READY-TO-DRINK TEA MARKET REVENUE, 2019–2027

(\$MILLION)

FIGURE 27.UK READY-TO-DRINK TEA MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 28.ITALY READY-TO-DRINK TEA MARKET REVENUE, 2019–2027

(\$MILLION)

FIGURE 29.SPAIN READY-TO-DRINK TEA MARKET REVENUE, 2019–2027

(\$MILLION)

FIGURE 30.RUSSIA READY-TO-DRINK TEA MARKET REVENUE, 2019–2027

(\$MILLION)

FIGURE 31.REST OF EUROPE READY-TO-DRINK TEA MARKET REVENUE,
2019–2027 (\$MILLION)

FIGURE 32.CHINA READY-TO-DRINK TEA MARKET REVENUE, 2019–2027

(\$MILLION)

FIGURE 33.JAPAN READY-TO-DRINK TEA MARKET REVENUE, 2019–2027

(\$MILLION)

FIGURE 34.INDIA READY-TO-DRINK TEA MARKET REVENUE, 2019–2027

(\$MILLION)

FIGURE 35.AUSTRALIA READY-TO-DRINK TEA MARKET REVENUE, 2019–2027

(\$MILLION)

FIGURE 36.SOUTH KOREA READY-TO-DRINK TEA MARKET REVENUE, 2019–2027

(\$MILLION)

FIGURE 37.INDONESIA READY-TO-DRINK TEA MARKET REVENUE, 2019–2027

(\$MILLION)

FIGURE 38.PAKISTAN READY-TO-DRINK TEA MARKET REVENUE, 2019–2027

(\$MILLION)

FIGURE 39.REST OF ASIA-PACIFIC READY-TO-DRINK TEA MARKET REVENUE,
2019–2027 (\$MILLION)

FIGURE 40.BRAZIL READY-TO-DRINK TEA MARKET REVENUE, 2019–2027

(\$MILLION)

FIGURE 41.ARGENTINA READY-TO-DRINK TEA MARKET REVENUE, 2019–2027

(\$MILLION)

FIGURE 42.UNITED ARAB EMIRATES READY-TO-DRINK TEA MARKET REVENUE,
2019–2027 (\$MILLION)

FIGURE 43.NIGERIA READY-TO-DRINK TEA MARKET REVENUE, 2019–2027

(\$MILLION)

FIGURE 44.TURKEY READY-TO-DRINK TEA MARKET REVENUE, 2019–2027

(\$MILLION)

FIGURE 45.SOUTH AFRICA READY-TO-DRINK TEA MARKET REVENUE,
2019–2027 (\$MILLION)

FIGURE 46.REST OF LAMEA READY-TO-DRINK TEA MARKET REVENUE,
2019–2027 (\$MILLION)

FIGURE 47.TOP WINNING STRATEGIES, BY YEAR, 2017–2020*

FIGURE 48.TOP WINNING STRATEGIES, BY DEVELOPMENT, 2017–2020* (%)

FIGURE 49.TOP WINNING STRATEGIES, BY COMPANY, 2017–2020*

FIGURE 50.PRODUCT MAPPING OF TOP 10 KEY PLAYERS

FIGURE 51.COMPETITIVE DASHBOARD OF TOP 10 KEY PLAYERS

FIGURE 52.COMPETITIVE HEATMAP OF TOP 10 KEY PLAYERS

FIGURE 53.DANONE: NET SALES, 2017–2019 (\$MILLION)

FIGURE 54.DANONE: REVENUE SHARE BY DIVISION, 2019 (%)

FIGURE 55.DANONE: REVENUE SHARE BY REGION, 2019 (%)

FIGURE 56.NESTLE S.A.: NET SALES, 2017–2019 (\$MILLION)

FIGURE 57.NESTLE S.A.: REVENUE SHARE BY SEGMENT, 2019 (%)

FIGURE 58.NESTLE S.A.: REVENUE SHARE BY REGION, 2019 (%)

FIGURE 59.KEURIG DR PEPPER INC.: R&D EXPENDITURE, 2017–2019 (\$MILLION)

FIGURE 60.KEURIG DR PEPPER INC.: NET SALES, 2017–2019 (\$MILLION)

FIGURE 61.KEURIG DR PEPPER INC.: REVENUE SHARE BY SEGMENT, 2019 (%)

FIGURE 62.KEURIG DR PEPPER INC.: REVENUE SHARE BY REGION, 2019 (%)

FIGURE 63.STARBUCKS CORPORATION: NET SALES, 2017–2019 (\$MILLION)

FIGURE 64.STARBUCKS CORPORATION: REVENUE SHARE BY SEGMENT, 2019
(%)

FIGURE 65.STARBUCKS CORPORATION: REVENUE SHARE BY REGION, 2019 (%)

FIGURE 66.BEAM SUNTORY, INC.: R&D EXPENDITURE, 2017–2019 (\$MILLION)

FIGURE 67.BEAM SUNTORY, INC.: NET SALES, 2017–2019 (\$MILLION)

FIGURE 68.BEAM SUNTORY, INC.: REVENUE SHARE BY SEGMENT, 2019 (%)

FIGURE 69.BEAM SUNTORY, INC.: REVENUE SHARE BY REGION, 2019 (%)

FIGURE 70.TATA CONSUMER PRODUCTS LIMITED: R&D EXPENDITURE,
2017–2019 (\$MILLION)

FIGURE 71.TATA CONSUMER PRODUCTS LIMITED: NET SALES, 2017–2019
(\$MILLION)

FIGURE 72.TA

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