

RTD Tea in Hong Kong, China

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Off-trade volume sales of RTD tea are expected to grow strongly over the forecast period. With increasing health-consciousness amongst consumers in Hong Kong, the significant positive performance of the category is expected to continue, as more people will shift to RTD tea as a healthier beverage choice than other products which have a higher sugar content and lower nutritional content.

Euromonitor International's RTD Tea in Hong Kong, China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2013-2017), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they legislative, distribution, packaging or pricing issues. Forecasts to 2022 illustrate how the market is set to change.

Product coverage: Carbonated RTD Tea, Still RTD Tea.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- Get a detailed picture of the RTD Tea market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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