

RTD Tea in Hong Kong, China

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RTD tea was the fastest growing category within soft drinks in 2016, with off-trade sales rising by 8% in current terms. Hong Kong, China has a traditional tea-drinking culture and tea is believed to have many health benefits, such as antioxidant properties. As more consumers learn about the health benefits of various teas, the number of tea drinkers continues to increase, raising the consumption rate per capita every year. Its success is largely due to convenience and a wide variety of choice.

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 (2012-2016), 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 2021 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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