

Asia Pacific Ready to Drink Tea and Coffee Market Analysis (2018-2024)

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Abstracts

The Asia Pacific Ready to Drink Tea and Coffee Market would witness market growth of 7.4% CAGR during the forecast period (2018 – 2024).

The Ready to Drink (RTD) tea and Ready to Drink coffee are the sub group of soft drinks, however, these drinks differs in the functions. The market for Ready to drink tea and Ready to drink coffee is witnessing significant growth. Various types of RTD tea and RTD coffee products have been introduced to meet wide range of customers, spread across geographies. Various nutraceutical ingredients are being added to enhance the product offerings.

Asia Pacific holds significant market share and the demand for these beverages has been on the rise in the emerging economies. Global players are exploring opportunities to expand their market base in the region. Furthermore, growing trends of on the go eating styles and replacing meals with smaller nutritional snacks have further added to the market expansion.

Based on product type, the market is segmented into Ready to Drink Tea and Ready to Drink Coffee. Based on packaging type, the market is segmented into Canned Packaging, Glass Bottle Packaging, PET Bottle Packaging, and Others Packaging. The Price Range segment covers, Premium, Regular, Fountain, and Others. Furthermore, the major distribution channel are covered in the report are Convenience Store, Supermarket/Hypermarket, Food Service, and Others. Based on countries, the market is segmented into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers the analysis of key stake holders of the market. Key

companies profiled in the report include The Coca-Cola Company, PepsiCo Inc., Pokka Corporation, Nestle S.A., Lucozade Ribena Suntory, Arizona Beverage Company, Danone SA, Monster Beverage Corporation, Starbucks Corporation, and Unilever.

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