

Bottled Iced Tea Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Product Type (Black Tea, Green Tea, White Tea, Oolong Tea, Fruit Tea), By End User (Residential, HoReCa), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Departmental Stores, Online Stores, Others (Direct Sales, Distributor & Dealer Sales etc.)), By Region

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Abstracts

The global bottled iced tea market is witnessing robust growth owing to the emergence of ready to drink trend, so manufacturers are introducing a wide range of bottled, chilled a perfect to go tea beverage which is driving the bottled iced tea market across the globe. Therefore, with the rising awareness of products with nutritional benefits will expand the market of global bottled iced tea during the forecast period.

Bottled Iced Tea is iced tea that has been brewed, filtered, and packaged for market sale. These beverages are referred to as ready-to-drink (RTD) tea in the food and beverage sector. Bottled iced tea is offered in a variety of packaging options, including cans, glass bottles, plastic bottles, and others. It is also a well-known packaged beverage that one can flavor with syrups in a wide range of flavors, including lemon, raspberry, I passion fruit, peach, orange, strawberry, and cherry etc.

According to Tea Association of United States data 2022, Americans consumed approximately 75-80% of iced tea. Additionally, the United States is the only country in the world that prefers to drink its tea cold. Consumers who consume black iced tea has a 42% reduced risk of skin cancer. Thus, the demand for bottled iced tea will expand

during the forecast period across the globe.

Growing Demand for Bottled Iced Tea Among Young Consumers Aids Market Growth

Millennials prefer bottled tea than freshly brewed tea that is made at home. The rapid expansion of bottled iced tea can be attributed to growing demand among younger consumers for flavored bottled iced tea. Generation Z has helped to fuel the demand for bottled iced tea beverages globally. Reduced stress, antioxidants, hydration are some of the benefits that are associated with the consumption of bottled iced tea, which is making consumers to adopt bottled iced tea and contribute to the market growth across the globe during the forecast period especially among younger generation. Additionally, the antioxidant in Bottled Iced Tea have the ability to cleanse the body and remove accumulated toxins and enhance health. Thus, the demand for drinking bottled iced tea among young generation is the major factor driving the market revenue globally during the forecast period.

Expansion of Flavored Bottled Iced Tea Boosts the Market Growth

The preference of customers for flavored beverages to enhance flavor while taking into consideration health advantages could be the reason for the rise in demand. Bottles iced tea is a form of cold tea which is less sweetened and popular packaged drink. In order to add flavor and spice up the deliciousness, flavored bottled iced tea uses tea leaves as its base. Tea can have flavor added in the form of spices, nuts, or flowers, or it might have flavor extracts that have been added, such ginger, lemon, cloves, aloe vera, and others. Thus, in order to reach out to a wider range of consumers, many companies have launched new bottled iced tea drinks in a variety of flavors. Due to their alluring flavors and nutritional qualities, flavored bottled iced tea is becoming more popular. Therefore, the increasing popularity of flavored bottled iced tea is driving the growth of Global Bottled Iced Tea market during the forecast period.

Bottled Iced Tea as a Daily Healthy Intake Alternative Boosts the Market Growth

A considerable portion of consumers increasingly prefer bottled iced tea over other beverages like carbonated drinks due to the health benefits attributed to its consumption. Manufacturers are offering bottled iced tea leaves that on regular consumption detoxify the body. This aspect has fueled market expansion, along with consumers' shifting preferences for fresh, innovative food and beverage items. Additionally, the belief that drinking bottled iced tea frequently may reduce the risk of getting cancer encourages consumers to buy and consume it repeatedly. The

consumption of one glass of iced tea can provide all the nutrients required for daily intake due to the beverage's abundance in vitamins, minerals, and antioxidants. The above mentioned factors are anticipated to drive the global bottled iced tea market, along with consumers' inclination towards trying new foods and beverages globally during the forecast period.

Market Segmentation

The global bottled iced tea market is segmented based on product type, end user, distribution channel, region and competitive landscape. The market is divided into black tea, green tea, white tea, oolong tea, fruit tea based on product type. Based on end user, the market is segmented into residential, and HoReCa. Based on distribution channel, the market is fragmented into supermarkets/hypermarkets, convenience stores, departmental stores, online stores, others (direct sales, distributor & dealer sales, etc.).

Company Profiles

Unilever plc (Lipton), Crystal Geyser Water Company (Tejava), AriZona Beverages USA, LLC, Nestlé S.A., Starbucks Corporation, Uni-President China Holdings Ltd, Hangzhou Wahaha Group Co., Ltd., VDF Futureceuticals, Inc. (Steaz), The Coca-Cola Company (Honest Tea), Suntory Holdings Ltd are among the major market players in the global platform that lead the market growth of the global bottled iced tea market.

Report Scope:

In this report, the Global Bottled Iced Tea Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Bottled Iced Tea Market, By Product Type:

Black Tea

Green Tea

White Tea

Oolong Tea

Fruit Tea

Bottled Iced Tea Market, By End User:

Residential

HoReCa

Bottled Iced Tea Market, By Distribution Channel:

Supermarkets/Hypermarkets

Convenience Stores

Departmental Stores

Online Stores

Others

Bottled Iced Tea Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

Japan

South Korea

Australia

Europe

Germany

France

United Kingdom

Italy

Spain

South America

Brazil

Argentina

Colombia

Middle East & Africa

Saudi Arabia

UAE

South Africa

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Bottled Iced Tea Market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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(Note: The companies list can be customized based on the client requirements.)

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