

Ready-to-drink (RTD) Tea Market Size, Share, and Outlook, 2025 Report- By Type (White RTD Tea, Oolong RTD Tea, Green RTD Tea, Black RTD Tea, Others), Source (Organic, Conventional), Packaging (Glass Bottles, PET Bottles, Cans, Others), Flavor (Functional Botanical Blends, Adaptogenic Blends, Non-Flavored), Distribution Channel (Offline, Online), and Companies, 2021-2032

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Abstracts

Ready-to-drink (RTD) Tea Market Outlook

The global Ready-to-drink (RTD) Tea market is expected to register a growth rate of 6.1% during the forecast period from \$98.6 Billion in 2024 to \$158.3 Billion in 2032. The Ready-to-drink (RTD) Tea market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Ready-to-drink (RTD) Tea segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (White RTD Tea, Oolong RTD Tea, Green RTD Tea, Black RTD Tea, Others), Source (Organic, Conventional), Packaging (Glass Bottles, PET Bottles, Cans, Others), Flavor (Functional Botanical Blends, Adaptogenic Blends, Non-Flavored), Distribution Channel (Offline, Online). Over 70 tables and charts showcase findings from our latest survey report on Ready-to-drink (RTD) Tea markets.

Ready-to-drink (RTD) Tea Market Insights, 2025

The Ready-to-Drink (RTD) Tea Market in 2025 is rapidly expanding as consumers increasingly seek convenient, healthy, and refreshing beverage options. RTD teas, available in various flavors such as green, black, oolong, and herbal blends, appeal to health-conscious and on-the-go consumers. The market is characterized by innovation in natural ingredients, reduced sugar formulations, and functional benefits like antioxidants and immunity support. Packaging improvements focus on sustainability and portability. Growth is driven by rising tea consumption globally, increased availability across retail and e-commerce channels, and a trend towards clean-label, organic, and premium tea variants catering to diverse taste preferences.

Five Trends that will define global Ready-to-drink (RTD) Tea market in 2025 and Beyond

A closer look at the multi-million global market for Ready-to-drink (RTD) Tea identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Ready-to-drink (RTD) Tea companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Ready-to-drink (RTD) Tea industry?

The Ready-to-drink (RTD) Tea sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Ready-to-drink (RTD) Tea Market Segment Insights

The Ready-to-drink (RTD) Tea industry presents strong offers across categories. The analytical report offers forecasts of Ready-to-drink (RTD) Tea industry performance across segments and countries. Key segments in the industry include By Type (White RTD Tea, Oolong RTD Tea, Green RTD Tea, Black RTD Tea, Others), Source (Organic, Conventional), Packaging (Glass Bottles, PET Bottles, Cans, Others), Flavor

(Functional Botanical Blends, Adaptogenic Blends, Non-Flavored), Distribution Channel (Offline, Online). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Ready-to-drink (RTD) Tea market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Ready-to-drink (RTD) Tea industry ecosystem. It assists decision-makers in evaluating global Ready-to-drink (RTD) Tea market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Ready-to-drink (RTD) Tea industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios low growth, reference case, and high growth cases.

Asia Pacific Ready-to-drink (RTD) Tea Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Ready-to-drink (RTD) Tea Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents

optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Ready-to-drink (RTD) Tea with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Ready-to-drink (RTD) Tea market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Ready-to-drink (RTD) Tea market Insights Executives are most excited about opportunities for the US Ready-to-drink (RTD) Tea industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Ready-to-drink (RTD) Tea companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Ready-to-drink (RTD) Tea market.

Latin American Ready-to-drink (RTD) Tea market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Ready-to-drink (RTD) Tea Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Ready-to-drink (RTD) Tea markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria,

South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Ready-to-drink (RTD) Tea markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Ready-to-drink (RTD) Tea companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Nestlé S.A., PepsiCo, Inc., The Coca-Cola Company, Unilever PLC, Suntory Holdings Limited, JDB Group, Sapporo Holdings Limited, Arizona Beverages USA LLC, Oishi Group Public Company Limited, Tata Consumer Products Limited, Keurig Dr Pepper Inc., Lotte Chilsung Beverage Co., Ltd.

Ready-to-drink (RTD) Tea Market Scope

Leading Segments

By Type

White RTD Tea

Oolong RTD Tea

Green RTD Tea

Black RTD Tea

Others

By Source

Organic

Conventional

By Packaging

Glass Bottles

PET Bottles

Cans

Others

By Flavor

Functional Botanical Blends

Adaptogenic Blends

Non-Flavored

By Distribution Channel

Offline

Online

Leading Companies

Nestl? S.A.

PepsiCo, Inc.

The Coca-Cola Company

Unilever PLC

Suntory Holdings Limited

JDB Group

Sapporo Holdings Limited

Arizona Beverages USA LLC

Oishi Group Public Company Limited

Tata Consumer Products Limited

Keurig Dr Pepper Inc.

Lotte Chilsung Beverage Co., Ltd.

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing

environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

Contents

1. TABLE OF CONTENTS

List of Figures and Tables

2. EXECUTIVE SUMMARY

2.1 Key Highlights

2.1.1 Ready-to-drink (RTD) Tea Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Ready-to-drink (RTD) Tea Market Types and Applications

2.1.3 Fastest Growing Segments

2.1.4 Potential Markets

2.1.5 Market Concentration

2.2 Market Scope and Segmentation

2.2.1 Market Scope- Segments

2.2.2 Market Scope- Countries

2.2.3 Macroeconomic and Demographic Outlook

2.2.4 Abbreviations

2.2.5 Units and Currency Conversions

3. RESEARCH METHODOLOGY

3.1 Primary Research Surveys

3.2 Secondary Data Sources

3.3 Data Triangulation

3.4 Forecast Methodology

3.5 Assumptions and Limitations

4. INTRODUCTION TO GLOBAL READY-TO-DRINK (RTD) TEA MARKET IN 2025

4.1 Industry Panorama

4.2 Leading Companies Profiled in the Study

4.3 Asia Pacific Markets offer Robust Market Prospects for New Entrants

4.4 Market Dynamics

4.4.1 Market Dynamics- Trends and Drivers

4.4.2 Market Dynamics- Opportunities and Challenges

4.5 Regional Analysis

4.6 Porter's Five Force Analysis

- 4.6.1 Intensity of Competitive Rivalry
- 4.6.2 Threat of New Entrants
- 4.6.3 Threat of Substitutes
- 4.6.4 Bargaining Power of Buyers
- 4.6.5 Bargaining Power of Suppliers
- 4.7 Ready-to-drink (RTD) Tea Industry Value Chain Analysis
 - 4.7.1 Stage of Value Chain
 - 4.7.2 Key Activities of Companies
 - 4.7.3 Companies Included in Each Stage
 - 4.7.4 Key Insights

5. READY-TO-DRINK (RTD) TEA MARKET OUTLOOK TO 2032

- 5.1 Market Size Forecast by Type, 2021-2024 and 2025-2032
- 5.2 Market Size Forecast by Application, 2021-2024 and 2024-2032
- 5.3 Market Size Forecast by Geography, 2021-2024 and 2024-2032
- By Type
 - White RTD Tea
 - Oolong RTD Tea
 - Green RTD Tea
 - Black RTD Tea
 - Others
- By Source
 - Organic
 - Conventional
- By Packaging
 - Glass Bottles
 - PET Bottles
 - Cans
 - Others
- By Flavor
 - Functional Botanical Blends
 - Adaptogenic Blends
 - Non-Flavored
- By Distribution Channel
 - Offline
 - Online

6. GLOBAL READY-TO-DRINK (RTD) TEA MARKET OUTLOOK ACROSS GROWTH

Ready-to-drink (RTD) Tea Market Size, Share, and Outlook, 2025 Report- By Type (White RTD Tea, Oolong RTD Tea,...

SCENARIOS

- 6.1 Low Growth Scenario
- 6.2 Base/Reference Case
- 6.3 High Growth Scenario

6. NORTH AMERICA READY-TO-DRINK (RTD) TEA MARKET SIZE OUTLOOK

- 6.1 Key Market Statistics, 2024
- 6.2 North America Ready-to-drink (RTD) Tea Market Trends and Growth Opportunities
 - 6.2.1 North America Ready-to-drink (RTD) Tea Market Outlook by Type
 - 6.2.2 North America Ready-to-drink (RTD) Tea Market Outlook by Application
- 6.3 North America Ready-to-drink (RTD) Tea Market Outlook by Country
 - 6.3.1 The US Ready-to-drink (RTD) Tea Market Outlook, 2021- 2032
 - 6.3.2 Canada Ready-to-drink (RTD) Tea Market Outlook, 2021- 2032
 - 6.3.3 Mexico Ready-to-drink (RTD) Tea Market Outlook, 2021- 2032

7. EUROPE READY-TO-DRINK (RTD) TEA MARKET SIZE OUTLOOK

- 7.1 Key Market Statistics, 2024
- 7.2 Europe Ready-to-drink (RTD) Tea Market Trends and Growth Opportunities
 - 7.2.1 Europe Ready-to-drink (RTD) Tea Market Outlook by Type
 - 7.2.2 Europe Ready-to-drink (RTD) Tea Market Outlook by Application
- 7.3 Europe Ready-to-drink (RTD) Tea Market Outlook by Country
 - 7.3.2 Germany Ready-to-drink (RTD) Tea Market Outlook, 2021- 2032
 - 7.3.3 France Ready-to-drink (RTD) Tea Market Outlook, 2021- 2032
 - 7.3.4 The UK Ready-to-drink (RTD) Tea Market Outlook, 2021- 2032
 - 7.3.5 Spain Ready-to-drink (RTD) Tea Market Outlook, 2021- 2032
 - 7.3.6 Italy Ready-to-drink (RTD) Tea Market Outlook, 2021- 2032
 - 7.3.7 Russia Ready-to-drink (RTD) Tea Market Outlook, 2021- 2032
 - 7.3.8 Rest of Europe Ready-to-drink (RTD) Tea Market Outlook, 2021- 2032

8. ASIA PACIFIC READY-TO-DRINK (RTD) TEA MARKET SIZE OUTLOOK

- 8.1 Key Market Statistics, 2024
- 8.2 Asia Pacific Ready-to-drink (RTD) Tea Market Trends and Growth Opportunities
 - 8.2.1 Asia Pacific Ready-to-drink (RTD) Tea Market Outlook by Type
 - 8.2.2 Asia Pacific Ready-to-drink (RTD) Tea Market Outlook by Application
- 8.3 Asia Pacific Ready-to-drink (RTD) Tea Market Outlook by Country

- 8.3.1 China Ready-to-drink (RTD) Tea Market Outlook, 2021- 2032
- 8.3.2 India Ready-to-drink (RTD) Tea Market Outlook, 2021- 2032
- 8.3.3 Japan Ready-to-drink (RTD) Tea Market Outlook, 2021- 2032
- 8.3.4 South Korea Ready-to-drink (RTD) Tea Market Outlook, 2021- 2032
- 8.3.5 Australia Ready-to-drink (RTD) Tea Market Outlook, 2021- 2032
- 8.3.6 South East Asia Ready-to-drink (RTD) Tea Market Outlook, 2021- 2032
- 8.3.7 Rest of Asia Pacific Ready-to-drink (RTD) Tea Market Outlook, 2021- 2032

9. SOUTH AMERICA READY-TO-DRINK (RTD) TEA MARKET SIZE OUTLOOK

- 9.1 Key Market Statistics, 2024
- 9.2 South America Ready-to-drink (RTD) Tea Market Trends and Growth Opportunities
 - 9.2.1 South America Ready-to-drink (RTD) Tea Market Outlook by Type
 - 9.2.2 South America Ready-to-drink (RTD) Tea Market Outlook by Application
- 9.3 South America Ready-to-drink (RTD) Tea Market Outlook by Country
 - 9.3.1 Brazil Ready-to-drink (RTD) Tea Market Outlook, 2021- 2032
 - 9.3.2 Argentina Ready-to-drink (RTD) Tea Market Outlook, 2021- 2032
 - 9.3.3 Rest of South and Central America Ready-to-drink (RTD) Tea Market Outlook, 2021- 2032

10. MIDDLE EAST AND AFRICA READY-TO-DRINK (RTD) TEA MARKET SIZE OUTLOOK

- 10.1 Key Market Statistics, 2024
- 10.2 Middle East and Africa Ready-to-drink (RTD) Tea Market Trends and Growth Opportunities
 - 10.2.1 Middle East and Africa Ready-to-drink (RTD) Tea Market Outlook by Type
 - 10.2.2 Middle East and Africa Ready-to-drink (RTD) Tea Market Outlook by Application
- 10.3 Middle East and Africa Ready-to-drink (RTD) Tea Market Outlook by Country
 - 10.3.1 Saudi Arabia Ready-to-drink (RTD) Tea Market Outlook, 2021- 2032
 - 10.3.2 The UAE Ready-to-drink (RTD) Tea Market Outlook, 2021- 2032
 - 10.3.3 Rest of Middle East Ready-to-drink (RTD) Tea Market Outlook, 2021- 2032
 - 10.3.4 South Africa Ready-to-drink (RTD) Tea Market Outlook, 2021- 2032
 - 10.3.5 Egypt Ready-to-drink (RTD) Tea Market Outlook, 2021- 2032
 - 10.3.6 Rest of Africa Ready-to-drink (RTD) Tea Market Outlook, 2021- 2032

11. COMPANY PROFILES

11.1 Leading 10 Companies

Nestl? S.A.

PepsiCo, Inc.

The Coca-Cola Company

Unilever PLC

Suntory Holdings Limited

JDB Group

Sapporo Holdings Limited

Arizona Beverages USA LLC

Oishi Group Public Company Limited

Tata Consumer Products Limited

Keurig Dr Pepper Inc.

Lotte Chilsung Beverage Co., Ltd.

11.2 Overview

11.3 Products and Services

11.4 SWOT Profile

12. APPENDIX

12.1 Subscription Options

12.2 Customization Options

12.3 Publisher Details

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