

Tea in China

March 2024

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Tea in China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Moderate growth, driven by evolving tea drinking culture and health and wellness

Fruit/herbal tea presents growth through new flavour launches

Innovative packaging and marketing to differentiate and attract younger consumers

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Tea culture expected to develop further amongst younger consumers

Premium black tea likely to continue to increase in popularity

Offline stores remain relevant, but retail e-commerce will increase its penetration

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